

(Please write your Exam Roll No.)

END TERM EXAMINATION

Exam Roll No. C1121302.417

Paper Code: BAJ(MC)-301

FIFTH SEMESTER [BA(JMC)] NOVEMBER-DECEMBER-2019

Time: 3 Hours

Subject: Basics of New Media

Maximum Marks: 75

Note: Attempt all questions as directed. Internal Choice is indicated.

- Q1 Write short notes on any five of the following:-
- (a) Describe Internet Characteristics
 - (b) Communication TEchnology and Society
 - (c) Cyber Crime and Cyber Security
 - (d) Information Society
 - (e) M-Commerce
 - (f) SEO

(5x3=15)

- Q2 Elaborate the attributes of Online Communication and their impact on society. (15)

OR

Explain the different evolutions of the web and its various challenges.

- Q3 What is Paperless Journalism? Discuss the concept of reporting and editing news for the web. (15)

OR

Describe the different dimensions of cyber crime and IT Act 2000.

- Q4 What is e-governance? Explain the impact of new media technology & e-governance services in India. (15)

OR

What are the basic types of convergence? Explain with recent examples.

- Q5 What is content strategy? State your observation about the audience analysis. (15)

OR

What are the steps of website planning and visual design? Discuss with relevant examples.
