

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

FIFTH SEMESTER (BA(JMC)) DECEMBER-2023

JANUARY 2024

Paper Code: BA(JMC)-301

Subject: Basics of New Media

Time: 3 Hours

Maximum Marks :75

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

- Q1 Write short notes on **any three** of the following: - (3x5=15)
- (a) Augmented Reality
 - (b) Copyright
 - (c) Copyleft
 - (d) Livestreaming and Vlogging
 - (e) Digital Divide
- Q2 Define "online communication." Briefly explain the evolution of Web 1.0 to Web 3.0 (15)
- OR**
- Q3 Discuss the impact of Artificial Intelligence on contemporary society, highlighting both positive and negative aspects. (15)
- Q4 How is reporting and editing of e papers and websites is done? Explain with examples. (15)
- OR**
- Q5 Explain IT Act 2000. Provide detailed analysis to explain its positive impact and limitations with respect to responsible digital conduct. (15)
- Q6 What is Convergence? Explain the role of convergence in the contemporary changing times. (15)
- OR**
- Q7 Why E-Governance is called SMART Governance? What is its impact in India? (15)
- Q8 Explain the critical steps in planning a website and developing an effective content strategy for a sustained online presence. (15)
- OR**
- Q9 How does Search Engine Optimization (SEO) intersect with creation and promotion of a blog? What key strategies can be employed to maximize blog's visibility online? (15)
