

SET-2
End Semester Examination, 2016
Department of Mass Communication and New Media
Central University of Jammu

Course No: PGMCM2FO01T
Max. Marks: 50 Marks

Title: New Media and Digital Journalism
Max. Time: 2 Hours

This paper consists of three sections: A, B and C.

Section- A

Q.1. Each question carries ONE and HALF mark. Choose the correct answer.

1.5×8 =12

- i) Who developed the photo and video sharing site 'Instagram'?
- | | |
|--------------------|------------------|
| a) Mark Zuckerberg | c) Kevin Systrom |
| b) Steve Jobs | d) None of these |
- ii) What does Modem stand for?
- | |
|----------------------------|
| a) Modulation-Demodulation |
| b) Module-Demodule |
| c) Molecular-Demolecular |
| d) None of these. |
- iii) Who is the founder of 'Wikileaks'?
- | |
|-------------------|
| a) Julian Assange |
| b) Eric Schmidt |
| c) Tata |
| d) None of these. |
- iv) ----- is the divide between the privileged countries which have digital access and those which don't.
- | | |
|------------------------|-------------------------|
| a) Digital divide | c) Physiological divide |
| b) Sociological divide | d) Society |
- v) Internet was started in India which was launched by VSNL in -----
- | | |
|---------|------------------|
| a) 1995 | c) 1998 |
| b) 1996 | d) None of these |
- vi) Who is the director of documentary 'Side by Side'?
- | | |
|-----------------|-------------------|
| a) Keanu Reaves | c) George Clooney |
| b) Ang Lee | d) None of these |
- vii) Which among these is the author of the book 'The Lucknow Boy'?
- | | |
|------------------|------------------|
| a) Shekhar Gupta | c) Prannoy Roy |
| b) Vinod Mehta | d) None of these |
- viii) What is the full form of ISP?
- | | |
|------------------------------|------------------------------|
| a) Internet Service Purpose | c) Internet Service Protocol |
| b) Internet Service Provider | d) None of these |

Section-B

Each question in this section carries SIX marks. Answer any three.

6×3=18

- Q.2** Write a short note on 'Digital divide' with examples.
- Q.3** Explain the relationship between social networking and Journalism.
- Q.4** What do you understand by 'convergence' and explain it in detail.
- Q.5** What is a search engine? How has Google become so significant in today's world ?
- Q.6** Write a note on 'Blogging' and its growth over the period of time.
- Q.7** What is a computer and discuss its growth since its inception.

Section-C

Each question in this section carries TEN marks. Attempt any two.

10×2=20

- Q. 8** Write an essay on the Internet in India and various challenges faced by it.
- Q.9** What is the future of traditional mass media in the age of new media? Discuss.
- Q.10** Give a detailed account of 'Panama Papers'. How has it become important post Wikileaks phase.