

Course No: PGMCM31002F

Max. Marks: 100 Marks

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

Title: Online Communication

Max. Time: 3 Hours

Section- A

1.5×10 =15

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

- i) Which among these media houses have e-newspaper.
- a) The Hindu
 - b) Times of India
 - c) Hindustan Times
 - d) All of these
- ii) The amendment to the IT Act, 2000 was implemented in the year-----.
- a) 2008
 - b) 2004
 - c) 2002
 - d) None of these.
- iii) Who is the CEO of the software company 'Microsoft'.
- a) Satya Nadella
 - b) Sundar Pichai
 - c) Ratan Tata
 - d) None of these.
- iv) What is the full form of CGI in context of the special effects used in different mass media.
- a) Computer generated Imagery
 - b) Computer generated Initiation
 - c) Computer genesis International
 - d) None of these
- v) Which among these is not an 'Operating system' of a computer.
- a) Windows
 - b) Macintosh
 - c) Linux
 - d) Microsoft
- vi) The term ----- refers to reading, writing and communication via networked computers.
- a) Online Communication
 - b) Meditation
 - c) Personal Communication
 - d) None of these
- vii) ----- is also referred as the 'micro-blogging site'.
- a) Twitter
 - b) Orkut
 - c) Blog
 - d) None of these
- viii) What is the full form of NDTV ?
- a) New Delhi television
 - b) New Delhi today vision
 - c) New Delhi trans vision
 - d) None of these
- ix) Which among these is a social networking site.
- a) Facebook
 - b) Instagram
 - c) Twitter
 - d) All of these
- x) Which section of the IT Act, 2000 was scrapped recently by the supreme court of India.
- a) 66 A
 - b) 66 C
 - c) 66 B
 - d) None of these

Section-B

Each question in this section carries EIGHT marks

8×5=40

Q.2 a) Give a detailed account of the history and growth of Online Communication with suitable examples.

OR

b) Write a short essay on the popularity of various online wallets which have become the need of the hour now.

Q.3 a) Explain the term, 'Online Publishing' and its relevance in Online Communication.

OR

b) "The concept of gatekeeper or editor is obsolete in online media." Do you agree with this statement? Discuss.

Q.4 a) What is Net Neutrality? Illustrate its relevance in current context

OR

b) How important is Digital Literacy in today's technologically advanced India? Elaborate

Q.5 a) Write an essay on the opinion writing on the online media with reference to the Blog and Twitter.

OR

b) Discuss in detail the terms: Internet Radio, Pod Casting and Podcasting.

Q.6 a) "Online transaction is a way towards cashless society". Do you agree? Discuss.

OR

b) What are the pre-requisites for the effective writing for E-Newsletters? Explain in detail.

Section-C

Each question in this section carries FIFTEEN marks. Attempt any THREE.

15×3=45

Q.7 Write an essay on the changing media scenario in India and the relevance of 'Convergence' in online communication.

Q.8 Online Communication has bridged the gap between the people. Explain in detail.

Q.9 Discuss the different elements of 'Online Writing' with suitable examples.

Q.10 What are 'Cyber Laws' in reference to the IT Act, 2000? Discuss in detail the 'Cyber crime' and its impact on the society.

Q.11 Discuss in detail the debate on 'Digitalisation' and 'Democratisation' with suitable examples.