Reg. No ....   Name **22U359**

B. A DEGREE END SEMESTER EXAMINATION : OCTOBER 2022
SEMESTER 3 : MASS COMMUNICATION AND JOURNALISM MODEL - I (COMPLEMENTARY)
COURSE : **19U3CPBCJ03 : INTRODUCTION TO ONLINE JOURNALISM**

(For Regular - 2021 Admission and Improvement / Supplementary - 2020 Admission)

Time : Three Hours   Max. Marks: 75

PART A
Answer All (1 mark each)

1. What is Data Mapping?
2. Define CBS
3. Define AI Magazine
4. What is MS Word?
5. What is computer literacy?
6. Define Streaming

(1 x 6 = 6)

PART B
Answer any 7 (2 marks each)

7. Explain "digital divide" of Media.
8. Prepare a short note on Third generation computers
9. What is immersive journalism?
10. Explain about the Uses of MS Word
11. Explain the use of multimedia technique in program production
12. Define Super Computers
13. Discuss the use of multimedia in Print Journalism
14. Explain about next level journalism
15. Define Interactivity
16. What is micro blogging?

(2 x 7 = 14)

PART C
Answer any 5 (5 marks each)

17. Integration with social media is something very important in website design, explain
18. Prepare a short note on Second generation computers
19. Which are the major difference between Podcasting and traditional radio
20. Traditional newspapers will be combination of print and online news in near future. Explain
21. Explain about the essential features of a best online news portal design
22. Discuss the key components of a Personal Computer.

23. What do you understand by news values? Do they play significant role in selecting news for the newspaper? Explain.

24. Which are the major paradigm shift happened in media

(5 x 5 = 25)

PART D
Answer any 2 (15 marks each)

25. Explain about the Components of Computer system

26. Is it necessary to control online media in the current Indian scenario? Explain.

27. What is the relevance of citizen Journalism in the age of social media?

28. "In the era of information explosion how do you visualize the use of internet "Elaborate.

(15 x 2 = 30)