

Reg. No

Name

B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2024
SEMESTER 3 : MASS COMMUNICATION AND JOURNALISM MODEL - I (COMPLEMENTARY)

COURSE : 19U3CPBCJ03 : INTRODUCTION TO ONLINE JOURNALISM

(For Regular 2023 Admission and Improvement/Supplementary 2022/2021/2020 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. What is Snap Chat?
2. What is Input unit?
3. Define Better india.com.
4. Define content marketing.
5. Define Data Analysis.
6. What is the full form of FCP software?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. Explain "digital divide" of media.
8. What is microblogging?
9. Define Immediacy.
10. How artificial intelligence help our journalist?
11. Explain the use of multimedia technique in program production.
12. Prepare a short note on Third generation computers.
13. Explain about the Uses of MS Word.
14. Define Super Computers.
15. What is media monopoly?
16. How can we identify fake news?

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Is it necessary to control media in the current Indian scenario? Explain.
18. Prepare a short note on First generation computers.
19. Which are the major characteristics of online journalism.
20. Explain Computer software.
21. How to make an online website more attractive?
22. Is citizen journalism relevant? Explain.
23. Explain about Artificial intelligence in news room.
24. How online media influence education?

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. "Computer has changed the dimension of higher education in India" Elaborate.
26. News about environment and other social problems should get more importance in news media. What is your opinion?
27. Write note about different Types of operating systems.
28. In your opinion what are the demerits of news websites in India?

(15 x 2 = 30)