



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Voc. DEGREE EXAMINATION – 3D ANIMATION

THIRD SEMESTER – NOVEMBER 2022

PAN 3001 – DIGITAL COMMUNICATION SKILLS

Date: 25-11-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A

Answer ALL the Questions

Define the following

(10 x 2 = 20 Marks)

1. Digitalization
2. Target audience
3. Content writer
4. SMART goals for content creators
5. Draft creation
6. Creative visualization
7. Digital marketing
8. Digital hard skills
9. Interpersonal skills
10. Digital etiquettes

SECTION B

Answer any FIVE of the following in 150 words

(5 x 8 = 40 Marks)

11. Explain planning, creation, and optimization in the context of digital communication.
12. What are the 7 types of content creation?
13. Enlist the dos and don'ts of social media content creation
14. Write down 10 phrases in context that help to speak and write better
15. Examine social media etiquettes.
16. Justify the statement that if you don't understand digital communication, you are at a disadvantage.
17. Explain how language has undergone a radical change in the digital age.

SECTION C

Answer any TWO of the following in 250 words

(2 x 20 = 40 Marks)

18. What are the guidelines for a full time content creator?
19. Report your understanding of visual content creation.
20. Identify the advantages and disadvantages of digital communication.

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