LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – **VISUAL COMMUNICATION**

FIRST SEMESTER – **NOVEMBER 2022**

UVC 1503 – NEW MEDIA STUDIES

Date: 03-12-2022 Dept. No.   Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

	SECTION – A		
	Answer ALL the Questions		
1.	**Fill in the blanks**	**(5 x 1 = 5)**	
a)	ICT stands for _____ .	K1	CO1
b)	_____ is defined as any human communication that occurs through the use of two or more electronic devices.	K1	CO1
c)	Tim Berners-Lee, a British scientist, invented the _____ in 1989, while working at CERN.	K1	CO1
d)	The practice of funding a project or venture by raising money from a large number of people, typically via the internet is called _____ .	K1	CO1
e)	_____ is software with source code that anyone can inspect, modify, and enhance.	K1	CO1
2.	**True or False**	**(5 x 1 = 5)**	
a)	The digital divide is the equal access to digital technology and equality around access to information and resources..	K1	CO1
b)	Augmented reality is an interactive experience that combines the real world and computer-generated multi-sensory modalities.	K1	CO1
c)	The Streaming Media Service, Netflix, was launched in the year 2007.	K1	CO1
d)	To qualify for monetization, a YouTube channel needs to have 1,000 valid public watch hours in the previous 12 months and at least 4,000 subscribers.	K1	CO1
e)	Podcasting is the preparation and distribution of audio files using RSS feeds to the computers of subscribed users.	K1	CO1
3.	**Match the following / True or False/ Fill in the blanks / Answer the following / MCQ/Definitions** **(5 x 1 = 5)**		

a)	RTMP stands for
	   a) Real-Time Media Programming
	   b) Real-Time Messaging Protocol
	   c) Relay Transfer Mail Protocol
	   d) Relay Transport Mode Program
		K2	CO1

b)	FOBO stands for
	   a) Fear of Better Options
	   b) Favour of Being Offline
	   c) Fear of Being Ordinary
	   d) Favour of Being Online
		K2	CO1

c)	Which social media platform company has announced a new facility named 'Circles'?
	   a) Facebook
	   b) Twitter
	   c) Telegram
	   d) Instagram
		K2	CO1

d)	_____ social network is considered the most popular for business to business marketing?
	     a) Facebook
	     b) Orkut
	     c) Ryze
	     d) LinkedIn
		K2	CO1

e)	Larger social networking sites
	     a) will force niche social networks.
	     b) social media trends.
	     c) to see declining growth rates.
	     d) better fit for nonprofit organizations.
		K2	CO1

4.	**Definitions**	**(5 x 1 = 5)**	
a)	Define Information Society	K2	CO1
b)	Define Digital identities	K2	CO1
c)	Define Machine Learning	K2	CO1
d)	Define Netizens	K2	CO1
e)	Define CMC	K2	CO1

SECTION – B

Answer any TWO of the following in 100 words		**(2 x 10 = 20)**	
5.	Differentiate digital fandom from traditional fandom.	K3	CO2
6.	Describe the scope and possibilities of social media platforms	K3	CO2
7.	Illustrate the Twitter function in the online community.	K3	CO2
8.	Classify and explain the internet addiction disorders.	K3	CO2

SECTION – C

Answer any TWO of the following in 100 words		**(2 x 10 = 20)**	
9.	Distinguish - FOMO,FOBO, FODA, MOMO.	K4	CO3
10.	Examine digital marketing.	K4	CO3
11.	Outline the Facebook operation in social media.	K4	CO3
12.	Infer "New media promotes online identity theft"	K4	CO3

SECTION – D

Answer any ONE of the following in 250 words		**(1 x 20 = 20)**	
13.	Evaluate the role of new media on development.	K5	CO4
14.	Analyse the scope and possibilities of YouTube channels.	K5	CO4

SECTION – E

Answer any ONE of the following in 250 words		**(1 x 20 = 20)**	
15.	Justify social media as a useful platform for change.	K6	CO5
16.	Explain how new media open opportunities for new kinds of business.	K6	CO5

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