**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING) 2021**

**MMC 301: NEW MEDIA**

Time: **3 Hours** Total Marks: **70**

*The figures in the right-hand margin indicate marks for the individual question.*

*----------------------------------------------------------------------------------*

1. Answer **any five** of the following: 2x5=10

1. When was the IT act formulated?
2. 1999
3. 2000
4. 2004
5. 2005
6. What does WAP stand for?
7. Wireless Application Protocol
8. What’s App Association of Production
9. World Association of Producers
10. Wire Application Protocol
11. When was cybercafé introduced in India?
12. 1980
13. 1995
14. 1996
15. 2000
16. The names associated with Wikipedia are:
17. Guglielmo Marconi
18. Heinrich Hearts
19. Mark Zuckerberg
20. Jimmy Wales and Larry Sanger
21. What do you understand by search directories?
22. is a network of interconnected technologies
23. tools people use to find information on the Web
24. is a standard to transmit information on the web
25. a tool to link one page to others

**P.T.O.**

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1. What is link back?
2. is a browser
3. is technical standard for accessing information over a mobile wireless network
4. a tool that enables Web authors to keep track of who is linking to their articles
5. is the amount of data that can be transmitted in a fixed amount of time.

2. Answer **any four** of the following: 4x5=20

1. Ethics of weblog
2. Importance of Cyber Law
3. Impression management through SNS
4. Challenges of Digital Journalism
5. Online Activism

3. Answer the following in detail: 10x4=40

1. Discuss the evolution and growth of internet in India.
2. What is blogosphere? Discuss how do bloggers support and contradict to journalists.
3. Discuss the role of internet in promoting marketplace in India. Examine the barriers and convenience of E-commerce.
4. Mention different delivery methods of E-learning. Write the advantages and disadvantages of introducing E-learning in India.

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