

24U3121

(Pages: 2)

Name :

Reg. No :

THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(FYUGP)

CC24UJOU3MN202 - DIGITAL MEDIA

(Journalism - Minor Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. Mention any two common tools for image editing. [Level:1] [CO1]
2. How does technical quality affect the effectiveness of digital media content? [Level:2] [CO1]
3. Explain the term Convergence as a characteristic of Digital media, with an example. [Level:2] [CO1]
4. Define Content creation and list two objectives behind it. [Level:1] [CO2, CO5]
5. Describe the feature of 'User Participation' in media convergence. [Level:2] [CO2, CO5]
6. How does digital media contribute to political engagement? [Level:2] [CO3]
7. What is cyber terrorism? [Level:1] [CO3]
8. List any two major types of IPR relevant to digital media. [Level:1] [CO3]
9. Explain what GANs are and their role in Generative AI. [Level:2] [CO4]
10. Define scripting in the context of digital media production. [Level:1] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. Explain the evolution of digital media from the pre-digital era to Web 2.0. [Level:2] [CO1]
12. Analyze how the use of digital media production tools enhances creativity and technical skills among media students. [Level:4] [CO2, CO5]
13. Discuss the concept of user-generated content and its impact on traditional media consumption. [Level:2] [CO3]

- | | |
|--|-----------------|
| 14. Analyze the significance of Net Neutrality for innovation and competition on the internet. | [Level:4] [CO3] |
| 15. How can content creators ensure accountability in digital media? | [Level:3] [CO3] |
| 16. Analyze the legal and ethical issues associated with news aggregators. | [Level:4] [CO3] |
| 17. How can the 7 Elements Model be used to enhance a digital story? | [Level:3] [CO4] |
| 18. Discuss the potential drawbacks of relying heavily on social media algorithms for micro content success. | [Level:4] [CO4] |

(Ceiling: 36 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

- | | |
|--|-----------------|
| 19. Critically evaluate the concept of Digital Divide. | [Level:5] [CO3] |
| 20. Analyze the advantages and challenges of Web 3.0. | [Level:4] [CO4] |

(1 × 10 = 10 Marks)
