No. of Printed Pages—3

412 (NMC)

[16-HDGKACRM-M2]

PGDMC/MMC 2nd Semester Exam., 2016

(Code : PGDMC08/MMC08)

New Media and Computer Application

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each in around *50* words) : 2×5=10

(a) What is the full form of the institute popularly known as 'MIT'?

(b) What is hypertext?

(c) Name different types of softwares.

(d) Name an open-access operating system.

(e) Where can you change the case like uppercase, lowercase in an MS-Word page?

(f) How can you create a blank page at MS-PowerPoint?

2. Answer any *three* from the following questions (each in around *150* words) : 4×3=12

(a) Discuss the characteristic 'virality' of new media.

(b) Why is the 'CPU' known as the heart of computer?

(c) What is a port? What are its different types?

(d) Discuss the advantages of Desktop Publishing.

3. Answer any *three* from the following questions (each in around *250* words) : 6×3=18

(a) Write a note on the importance of 'Font' in typography.

(b) Explain the impact of social media on society and culture.

(c) Name six newspapers with their online edition and six online newspapers.

(d) "There are 155 crore Facebook users in the world." Why is Facebook out of all other social medias the most popular? Justify your answer.

4. Answer any *four* from the following questions (each in around *500* words) : 10×4=40

(a) "The social media has become the new battleground for political parties." Explain with examples of the Assam Assembly Election, 2016.

(b) Which e-mail service provider do you use? Write the advantages and disadvantages of the e-mail service provider from your own experience.

(c) Do you think that there should be a regulatory mechanism for online media? Justify your answer with examples.

(d) Write an article on the landslide victory of BJP and alliance parties in Assam recently for a blog. Remember your article is a blog, it is not for any newspaper.

(e) "Use of multimedia is an important characteristic of online journalism." Explain the statement with suitable examples.

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