**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2019**

**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 the following questions: 1x9=9

a. Write the full form of NPTEL. When was the idea of NPTEL

conceived?

b. Which of the following statement regarding communication

convergence bill is correct:

i. Communication convergence bill, 2001 was drafted to replace all

other acts with a single law to cover the entire ICT sector.

ii. However, the bill was not passed.

iii. The bill attempted to increase government’s arbitrary

control over converged sector of communication including

content.

a. All (i). (ii). (iii) are correct

b. (ii) and (iii) are not correct

c. Write the full form of MOOC.

d. What do you understand by NPOV in wiki?

e. “ARPANET is different from USENET”- How?

f. “Internet is different from intranet”-How?

g. Describe Podcasting.

h. Write the function of IP address.

I. What does DNS refer to? Give an example.

**P.T.O**.

2**.** Write short notes on **any six** of the following : 5x6=30

1. Characteristics of internet
2. Digital natives vs digital immigrants
3. Website vs portals
4. Benefits of commerce in Internet
5. Implication of digital convergence in re-engineering governance
6. Internet as a tool for activism
7. Social networking site, as a tool for impression management
8. Use of social media, blog and Email for advertisement

3.Answer **any three** of the following: 3x7=21

1. Reflect on the uses of new media technology to improve participation in local democratic processes.
2. Examine the implication of web 2.0 in making collaboration, contribution and community as the order of the day.
3. Describe digital divide. Examine different parametres of digital divide that pose to be barriers to information access.
4. Discuss the relation between broadband and bandwidth with reference to government schemes to bring telecommunication revolution in India.

4. Answer **any one** of the following: 1x10=10

1. Critically examine virtual classroom as an enabler as well as constraint for different individuals and groups for communication, based on access and effective use.
2. “Information is revolutionary, but not utopian” – Examine the role of new media technologies in social change. Discuss some merits and demerits of growing surveillance by government as well as corporates over information uses.

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