**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2017**

**MMC 301: NEW MEDIA**

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

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

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**Section A** is compulsory and answer any four from **Section B**

**Section A**

1. Write about the following in two sentences each **2x5=10**
2. Cyber cafe
3. We media, Me media and Niche media
4. ARPA Net
5. Wikipedia
6. Mark Zuckerberg
7. Write short notes on **any four** of the following- **4x5=20**
8. Digital India
9. New media vs Old media
10. Social networking sites
11. HTML and Internet Protocol
12. Computer Mediated communication

**Section B**

1. Discuss the evolution and growth of internet in India. **10**
2. Discuss the role of internet in promoting marketplace in India.

Examine the advantages and disadvantages of E-commerce.

**10**

**P.T.O**

1. Mention different delivery methods of E-learning. Write the advantages and disadvantages of introducing E-learning in India. **10**
2. Examine the role of new media in the creation and democratization of the public sphere with examples. **10**
3. Explain the concepts of Digital Divide, Digital Culture and Digital Identity in relation to the emerging technological social order in India. **10**

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