

2053

B. Voc. (Media and Entertainment)

Second Semester

MET-203: Social Media and Online Journalism

Time allowed: 3 Hours

Max. Marks: 40

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Write a short note on any four of the following:-

- a) Virtual reality
- b) Netflix
- c) Internet radio
- d) Google News Initiative
- e) CRAAAP Test
- f) 4 Ps of marketing
- g) ICT
- h) Bounce rate

(4x2)

UNIT - I

II. What are the characteristics of new media? Describe the growth and contribution of OTT platforms in India.

(8)

III. Describe the nature, advantages and types of blogs.

(8)

UNIT - II

IV. Define citizen journalism. Describe its impact and drawbacks.

(8)

V. Describe the recent trends in online journalism.

(8)

UNIT - III

VI. What is SEO? Describe its importance in online journalism.

(8)

VII. Explain the theory of digital divide with suitable examples.

(8)

UNIT - IV

VIII. Write a note on the emergence of the digital economy in India.

(8)

IX. How does digital marketing score over traditional marketing? Can news media be used as a marketing platform? Explain with examples.

(8)

x-x-x