

2072

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. Attempt any four of the following:-

- a) Blogs
- b) Artificial Intelligence
- c) Citizen Journalism
- d) SEO
- e) Concept of Digital Divide
- f) Google News Initiative
- g) Digital Marketing
- h) News Media and Marketing (4x2)

UNIT - I

- II. Discuss the Evolution of Digital Communication. (8)
- III. Explain the types and Characteristics of New Media. (8)

UNIT - II

- IV. Discuss Recent Trends in Online Journalism. (8)
- V. Write a note on Newspaper Websites and Apps. (8)

UNIT - III

- VI. Discuss the Theory of Digital Divide. (8)
- VII. Explain the impact of Digital Divide. (8)

UNIT - IV

- VIII. Explain the concept and meaning of Digital Economy. (8)
- IX. Explain the difference between Traditional Marketing & Digital Marketing. (8)

x-x-x