

MDC Sem.-2 (New) Examination

407

Digital Communication

May 2022

Time : 2-00 Hours]

[Max. Marks : 50

Section I**(42 Marks)**

(Attempt Any Three (03) questions out of Eight (08) questions in Part I given below. All Questions carry equal Weightage.)

- Q.1 Elaborate your opinions on: Effective use of cyber communication for betterment of Journalism.
- Q.2 Explain Information technology act, 2000 in detail. Give examples for any two sections.
- Q.3 Give your views on: How new age media can act as a social change? Give suitable examples.
- Q.4 As a Netizen of Internet, do you think ethics plays an important role for actual world? Write a note on how it is helping to the society?
- Q.5 Explain Satellite Communication. Write the Advantage and Disadvantages of Satellite Communication.
- Q.6 Give your opinions on: In which ways, cyber law is helping to prevent unethical activities?
- Q.7 Write a detailed note on Honeycomb model of social media & what is its building block?
- Q.8 Discuss the five steps strategic approach to digital marketing? Explain with funnel diagram.

Section II**(08 Marks)**

(Attempt any Four out of Eight MCQ's in Part-II given below. All questions carries two marks.)

- Q.1 Write two parameters you should keep in mind while using Internet.
- Q.2 Define 'Netizen'.
- Q.3 What is the Frequency range Of Ku and Ka Band?
- Q.4 Write the names of different types of Orbits.
- Q.5 What is the new name of Face book?
- Q.6 Write a twitter bio for any hypothetical brand of your choice in 160 characters?
- Q.7 What is the use of emoji's?
- Q.8 Define Google trend.
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