

MMCJ 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 Define Satellite Communication. Write the Advantages and Disadvantages of Satellite Communication.
- Q.2 Draw a Design of Satellite Communication Model & Explain each element of it.
- Q.3 Explain your perspective on: 'Effective use of cyber communication for betterment of Journalism'.
- Q.4 Give your views on: How new age media can act as a social change?
- Q.5 As a Netizen of Internet, do you think ethics plays an important role for actual world? Define your views on how it is helping to the society?
- Q.6 Elaborate on: 'Why Twitter should be used from communicator perspective?'
- Q.7 Write a short note on honeycomb model of social media & what is its building block?
- Q.8 Explain the five steps strategic approach to Digital Marketing? Show the funnel diagram too.

Section II

(08 Marks)

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

- Q.1 Write Full form INTELSAT.
- Q.2 What is the role of ITU?
- Q.3 Write the names of different types of Orbits.
- Q.4 What is the Frequency range Of Ku and Ka Band?
- 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 SEO?
- Q.8 What is Google trend?