

Dr. Babasaheb Ambedkar Open University
Term End Examination January- 2026

Course	: Certificate/Diploma course	Date	: 08/03/2026
Subject Code	: DJMC/CJMC – 04	Time	: 11:30am to 01:45pm
Subject Name	: Digital Media	Duration	: 2.15 Hours
		Max. Marks	: 70

Q-1 Define 'Digital Media' and explain the various characteristics of New Media in detail. **14**

OR

Discuss the evolution of the Internet and its impact on the field of Journalism.

Q-2 What is 'Search Engine Optimization' (SEO)? Explain its importance for digital content writers. **14**

OR

Discuss the role of Social Media platforms (Facebook, X, Instagram) in modern news dissemination.

Q-3 Explain the concept of 'Media Convergence'. How has it integrated different forms of media? **14**

OR

Discuss the ethical issues in Digital Media, focusing on 'Fake News' and 'Cyber Laws' in India.

Q-4 **Write Short Notes (Any two)** **14**

1. Mobile Journalism (MoJo)
2. Blog and Vlogging
3. User-Generated Content (UGC)
4. Role of Citizen Journalism

Q-5 **Select the correct option from the following questions. (Two marks each)** **14**

1. Which of the following is a primary characteristic of Digital Media?
(A) Linear (B) Interactivity (C) Static (D) One-way communication
2. 'WWW' stands for:
(A) World Wide Web (B) World Whole Web
(C) Web Wide World (D) World White Web
3. The process of making a news story visible on search engines is called:
(A) SMO (B) SEO (C) SMM (D) SEM
4. Which platform is best known for 'Micro-blogging'?
(A) YouTube (B) Facebook (C) X (Twitter) (D) LinkedIn
5. 'Cyber Law' in India is primarily governed by:
(A) IT Act 2000 (B) IPC (C) Media Act (D) Press Act
6. A 'Blogger' is someone who:
(A) Prints news (B) Writes online journals
(C) Records radio (D) Sells papers
7. What is 'Hyperlink'?
(A) A loud sound (B) A link to another web page
(C) A type of computer (D) A video camera
