

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

Course	: MA JMC	Date	: 26/02/2026
Subject Code	: MA JMC-06	Time	: 11:30am to 01:45pm
Subject Name	: Digital Media, Social Media	Duration	: 02.15 Hours
	Immersive Media	Max. Marks	: 70

Q-1 Define Digital Media and explain its key characteristics and impact on traditional journalism. **14**

OR

Discuss the evolution of Web 1.0, Web 2.0, and Web 3.0 in the context of digital communication.

Q-2 What is Social Media Marketing? Explain the importance of content strategy for social platforms. **14**

OR

Discuss the role of Social Media in building Public Opinion and citizen journalism.

Q-3 Explain the concept of 'Immersive Media'. Discuss the applications of Virtual Reality (VR) in media. **14**

OR

What is Augmented Reality (AR)? How is it being used to enhance user experience in news?

Q-4 Write Short Notes. (Any Two) **14**

1. Characteristics of New Media
2. Ethical Challenges in Social Media
3. Metaverse and Future of Journalism
4. Search Engine Optimization (SEO) for Journalists

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

1. Which of the following is the best example of 'Immersive Media'?
(A) Print Newspaper (B) Virtual Reality (C) AM Radio (D) Billboard
2. The term 'UGC' in digital media stands for:
(A) User Generated Content (B) Universal Group Chat
(C) Urban Gate Communication (D) User Guide Center
3. Which platform is primarily known for 'Micro-blogging'?
(A) Facebook (B) X (formerly Twitter) (C) Instagram (D) LinkedIn
4. AR technology stands for:
(A) Augmented Reality (B) Audio Recording
(C) Artificial Reality (D) Automatic Response
5. A 360-degree video experience is part of:
(A) Traditional Media (B) Immersive Media (C) Folk Media (D) Outdoor Media
6. What is the main challenge of information on Social Media?
(A) Speed (B) Fake News (C) Cost (D) Accessibility
7. Which of these is a 'Visual' social media platform?
(A) Podcast (B) Instagram (C) Radio (D) Newspaper
