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T.Y. B.Sc. (Animation) (IV Sem.) EXAMINATION, 2018

AN-3206 : NEW MEDIA

(2015 PATTERN)

Time : Two Hours

Maximum Marks : 40

**N.B.** :— (i) Neat diagrams must be drawn wherever necessary.

(ii) Figures to the right indicate full marks.

(iii) All questions carry equal marks.

(iv) All questions are compulsory.

1. Answer the following in *one* sentence each : [10×1=10]

(1) Name any *two* digital technologies.

(2) What is SMS ?

(3) Write the full form of wifi.

(4) Write the full form of USB.

(5) Write the full form of LCD.

(6) What is Linked-In ?

P.T.O.

- (7) What is Pinterest ?
- (8) Name any *two* digital sound technologies.
- (9) What is Cloud Storage ?
- (10) What is 4G internet ?

**2.** Answer in brief (any *two*) : [2×5=10]

- (1) Differentiate between digital and analog.
- (2) Explain digital divide in brief.
- (3) Write any *five* characteristics of social media and explain with examples.
- (4) What is online journalism ? Explain in brief with examples.

**3.** Answer in brief (any *two*) : [2×5=10]

- (1) What is media convergence ? Explain in brief with examples.
- (2) Write *five* salient features of traditional media.
- (3) What is a Podcast ? Explain in brief with examples.
- (4) What is microblogging ? Give examples.

4. Answer in brief (any *two*) : [2×5=10]

- (1) What is digital storytelling with respect to television ?
- (2) Explain content management system in brief and give examples.
- (3) Explain the meaning of copyright in brief.
- (4) What is meant by the term :

‘Open Source Journalism’ ?

Explain with examples.