



23127678

QP CODE: 23127678

Reg No : .....

Name : .....

**B.A DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE  
EXAMINATIONS, OCTOBER 2023**

**Third Semester**

B.A Mass Communication and Journalism Model I

**COMPLEMENTARY COURSE - MC3CMT15 - INTRODUCTION TO ONLINE  
JOURNALISM**

2017 Admission Onwards

DF7D9631

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Explain the term 'personal computer'.
2. Recognize the personality 'Tim Berners Lee'.
3. Describe 'Electronic mail'.
4. Explain the term 'ALU'.
5. Recognize the personality 'Robert Gaskins'.
6. Explain any two shortcut keys used in MS Word.
7. Describe the steps in creating a slideshow in MS Powerpoint.
8. Describe the term 'hyperlink'.
9. Describe the features of 'WhatsApp'.
10. Give two examples for 'Podcast'.
11. Give two examples for 'microblog'.
12. Define the term 'IoT'.

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Discuss the impact of internet in education sector.
14. Examine the major functions of a CPU.
15. Explain the features of Windows operating system.
16. Describe the dos and don'ts of online reporting.
17. Describe hyper adaptive news sites.
18. Examine the concept 'Digital divide'.
19. Explain the advantages of vodcasting.
20. Define 'artificial intelligence'.
21. Explain the use of artificial intelligence in journalism.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Interpret the role of internet in India's development.
23. Describe the qualities needed for an online news headline.
24. Make an assessment on the impact of celebrity blogs.
25. Appraise the technological convergence and its applications in modern life.

(2×15=30)

