

END TERM EXAMINATION

SIXTH SEMESTER [BJMC] MAY-2010

Paper Code: BJMC 304

Subject: Contemporary Media Technology

Paper ID: 24304

(Batch: 2005-2007)

Time : 3 Hours

Maximum Marks : 75

Note: Attempt all five questions. Please follow instructions before you start.

- Q1. Write short notes on any five: (5x3=15)
- (a) Value Added Service
 - (b) GPRS
 - (c) Bandwidth
 - (d) TRP
 - (e) DTH
 - (f) MODEM
 - (g) CDMA
 - (h) E-commerce
- Q2. Answer any two:- (2x7.5=15)
- (a) The impact of satellite changed the mode of TV broadcasting in India. Discuss.
 - (b) How has Radio impacted life in rural India? Where has TV failed?
 - (c) Newspapers will continue to thrive in spite of threat from the electronic media. Discuss with points for and against.
- Q3. Answer any two:- (2x7.5=15)
- (a) Trace the evolution of NEWS dissemination for an on-field PRINT reporter since 1950s.
 - (b) Cable Television impacted the economy of broadcasting in more ways than one. Discuss in light of how Broadcasters gained from Cable TV and its distribution in Indian market.
 - (c) Discuss the advantage of e-mails in transmission of information.
- Q4. Answer any two:- (2x7.5=15)
- (a) Modernization of technology is impacting creation of content and its distribution. Discuss the role of internet.
 - (b) Mobile telephony has improved communication and interactivity. Discuss this vis-à-vis your daily lifestyle.
 - (c) FM Radio stations have created more opportunities both in terms of unearthing talent and also generating business. Explain how.
- Q5. Discuss any three: - (3x5=15)
- (a) Convergence of Media
 - (b) Telemarketing and its impact in Indian towns.
 - (c) Twitter, Facebook, Orkut as community tools.
 - (d) 3G and its effect on mobile technology.
 - (e) Blogs as a free and democratic form of expression.

END TERM EXAMINATION

SIXTH SEMESTER BJ(MC) MAY 2008**Paper Code: BJ(MC)- 304****Subject: Contemporary Media Technology****Paper ID--24304****(Batch 2001-2004)****Time : 3 Hours****Maximum Marks :75****Note: Q.1 is compulsory. Attempt any four questions from the rest. All questions carry 15 marks each.****Q 1** Answer any 15 of the following:

- (a) What do we mean by "booting" a computer system?
- (b) What is telnet?
- (c) What is data encryption?
- (d) What is SSH?
- (e) What "DSL" stands for?
- (f) What "EPROM" stands for?
- (g) What is IP Address?
- (h) When do we call a computer a "Host"?
- (i) What is INTEL SAT?
- (j) What is Bluetooth?
- (k) What does "com" indicate in a website address?
- (l) What is the main purpose of having a website?
- (m) Which client program is used to access a website by a user?
- (n) What do we mean by a "Server"?
- (o) What is Firmware?
- (p) What is GSM?
- (q) What is Modulation?

Q 2 (a) Should Sting Journalism be used for exposing corruptions? Express your views.

(b) Use of cellular phones as a video technology is threat to privacy. What is your opinion?

Q 3 (a) What is Information Management and how does IT infrastructure contribute to business growth?

(b) What are the implications of Digital Convergence? Explain the benefits of digitalization.

Q 4 Write five points each - in favour and against any three of the following?

- (a) Use of internet as an entertainment.
- (b) Impact of Cable TV
- (c) Emailing
- (d) Sending and receiving SMS
- (e) Shopping on the net

Q 5 (a) Should Pornography be completely banned or controlled? What steps are necessary to put a check on it?

(b) How does Cultural Globalization process affect our thinking?

(c) What is Digitization? Why is the present era known as Digital Era?

Q 6 (a) What is the future of media technology in India? Compare old ones with the new technologies?

(b) What are the services and capabilities offered by internet to the Cyber Journalism? What is the role of IP telephony (VOIP)?

(c) Describe components of home page of any News Paper website? Suggest improvements?

Q 7 (a) What is e-commerce? How does it contribute to the business growth?

(b) What are the basic components of an Information Society?

(c) Discuss any two software tools used to edit a photo file.

Q 8 Write short notes on any three:

- (a) Journalism and democracy
- (b) Globalization and media
- (c) Digital era and society
- (d) Broadband and Internet
- (e) Online news and TV News channels

248

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SIXTH SEMESTER BJ(MC) MAY 2008

Paper Code: BJ(MC)- 304

Paper ID--24304

Subject: Contemporary Media Technology
(Batch 2005)

Time : 3 Hours

Maximum Marks :75

Note: Answer any five questions. All questions carry 15 marks each.

- Q.1 How technological advancement has created a status for the media in the society?
- Q.2 What is the relationship and interdependence between the media, technology and culture?
- Q.3 How has the technology helped news coverage? What are its advantages and disadvantages?
- Q.4 Is video conferencing a help for dissemination of news? What are the technological process of video conferencing?
- Q.5 Why is the present age called digital era? Do you agree it has created a digital divide?
- Q.6 The radio is thriving? Has the new technology contributed to its growth? Discuss.
- Q.7 What are your views on E-commerce? Do you think it is a safe way of commercial transaction? How would you ensure its security?
- Q.8 As the internet is expanding, do you think the newspaper has any future?
- Q.9 Write short notes on any two:
- (a) Global village
 - (b) Net addition
 - (c) Bluetooth
 - (d) TRP

249

END TERM EXAMINATION

SIXTH SEMESTER [BJ(MC)] MAY- JUNE 2007

Paper Code: BJ(MC)304

Subject: Contemporary Media Technology

Time : 3 Hours

Maximum Marks :75

Note: Q1 is compulsory. Answer any four questions from Q2 to 8. Each question carries 15 marks.

- Q1 Answer **any ten** of the following in about 20 words each: (1.5x10=15)
- (a) Who are the main listeners of private FM radio broadcasts?
 - (b) What is a multi-edition daily newspaper?
 - (c) What do you mean by TRP?
 - (d) What is ABC in the field of newspapers?
 - (e) What is the difference between terrestrial transmission and satellite transmission?
 - (f) What is transponder?
 - (g) What is digitalisation?
 - (h) Give an example of E-commerce.
 - (i) What is bluetooth technology?
 - (j) What is SMS?
 - (k) What is video-conference?
 - (l) "Distance is dead" Explain.
 - (m) List any four data storing devices.
 - (n) What is globalization of information?
 - (o) What is a news portal?
 - (p) What is infotainment?
- Q2 Discuss the impact of new communication technologies on the news gathering, processing and production of newspapers. (15)
- Q3 Critically examine the role of new information technologies in: (8+7=15)
- (a) Creating a Global Village
 - (b) Creating digital divide
- Q4 'Television has become more of an entertainment medium rather than a news and educational medium.' Give evidence in favor and against this observation. (15)
- Q5 Explain various means by which a viewer receives television content created at the production center. (15)
- Q6 Make an evaluation of the role that mobile telephones are playing in the life of the young generation of our country. (15)
- Q7 Explain **any three** of the following: (5x3=15)
- (a) Information is power
 - (b) Access to information is power
 - (c) Information overload
 - (d) Internet addiction
- Q8 Discuss the merits and demerits of E-commerce. Highlight security issues in this process. (15)