



Total No. of printed pages = 2

**SUBJECT CODE - JMC094105**

Roll No. of candidate

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**2017**

**End Semester MA(JMC) Examination**

**1<sup>st</sup> Semester**

**DIGITAL MEDIA – CYBER MEDIA**

Full Marks- 70

Pass Marks- 21

Time- 3 hours

*The figures in the margin indicate full marks.*

**PART – A**

**Q.1. All questions are compulsory:**

**16 X 1 = 16**

- A. What is the full form of DTP?
- B. When was the first newspaper started in India?
- C. Which was the first newspaper published in India?
- D. Name the types of printing?
- E. What is AM?
- F. What is VHF?
- G. What is AIR?
- H. When did radio broadcasting commenced in India?
- I. What is the full form of SITE?
- J. When did television started in India?
- K. What is the full form of DBS?
- L. What is IPTV?
- M. What are the social networking sites?
- N. When did face book started in India?
- O. What is twitter?
- P. What is cyber media?

**PART – B**

**Q.2. All questions are compulsory:**

**(14)**

- A. Discuss about the screen printing process.

**(3 Marks)**

Or

What is graphics communication? Give some suitable examples.

B. What do you mean by medium wave and short wave in radio? **(4 Marks)**

Or

Discuss about the unlinking and downlinking in radio.

C. Write a brief note on SITE. **(3 Marks)**

Or

Write a note on cable television and satellite television.

D. What is cyber media? What is the importance of cyber media? **(4 Marks)**

Or

When and how did WhatsApp started? Give a brief note.

### PART – C

**Q.3. Choose any one set of questions from each group: (4 X 10 = 40)**

A. i. Discuss about the origin and development of print technology.

ii. Discuss the different types of printing.

Or

iii. Discuss about the history of television? Write a note on strength and weakness on television.

iv. Describe about the evolution of e paper.

B. i. Write a brief note on radio broadcasting in India.

ii. What do you mean by AM and FM?

Or

iii. What is medium wave and short wave?

iv. What is unlinking and downlinking in radio?

C. i. Discuss about the history of television.

ii. Write a note on developing digital content?

Or

iii. What is a reality show? Discuss about a reality show with suitable example?

iv. What is instant broadcasting? Explain with a suitable example?

D. i. What is cyber media? Explain the uses of social media.

ii. Discuss about various types of social networking sites.

Or

iii. Discuss about Facebook, twitter and Instagram.

iv. Discuss the difference between WhatsApp and snapchat.