

Program: FYBAMMC Semester: II Program Code: UGMMC01
 Course: Introduction to New Media Course Code: NUMM202
 Duration: 1 Hour Examination Pattern: NEP-Autonomous Max. Marks: 30

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Examination:
REGULAR

Q. 1	Attempt either A and B or C and D from the following:	[15]	Course Outcome	Knowledge Level	
(a)	In your own words, explain what New Media is and how it remembers different from traditional media (TV, newspaper, radio). Give examples from daily life.	(8)	CO1, CO3	L1, L2	
(b)	Which new media platforms (Instagram, YouTube, blogs, podcasts, etc.) do you use the most and why? Explain how you use them.	(7)	CO2, CO4	L3	
	OR				
(c)	Think about Instagram or YouTube. How has storytelling changed from TV or newspapers to these platforms? Explain with one example.	(8)	CO3, CO4	L4	
(d)	Do you think comments, likes, shares, and reels have changed the way people communicate today? Write your opinion.	(7)	CO3, CO5	L5, L6	
Q. 2	Attempt either A and B or C and D from the following:	[15]	Course Outcome	Knowledge Level	
(a)	Explain in simple words what is User Generated Content (UGC). Give examples you see daily on social media.	(8)	CO1, CO3	L2	
(b)	How has the role tells of the audience changed into "prosumer" (producer + consumer)? Explain with an example.	(7)	CO1, CO3	L1, L3	
	OR				
(c)	What is influencer marketing? Have you ever bought or wanted to buy something because of an influencer? Explain.	(8)	CO5	L3	
(d)	In your opinion, which works better: ads, influencers, or subscriptions? Why?	(7)	CO5, CO6	L4, L5	

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