



DOON UNIVERSITY, DEHRADUN

Make Up Mid Sem Examination, 2012

School of Communication

5 yrs Integ, Mass Communication, 2nd Sem

Course: COMM 205: Digital Media & Information Age

Time Allowed: 2 Hours

Maximum Marks: 30

Note: Attempt All Questions from Sections A,B,C.

SECTION : A ( Very Short Answer Type Questions-100-150 words ) (10 marks )

Write brief notes on any five:

1. HTML
2. Yoneji Masuda
3. Twitter
4. Broadband Society
5. Modulation and DEModulation
6. ARPA
7. E-Banking

SECTION B ( Short Answer Type Questions to be answered in about 200-300 words.)

Attempt any two

(10 marks)

1. What is the difference between traditional media and the new media? Explain in detail?
2. Describe the main advantages of Online Journalism? Discuss the main challenges before it?
3. What do you mean by the Digital Age? Discuss the Digital Age Ethics?

SECTION C: ( Long answer type question to be answered in 400-500 words ) (10 MARKS)

Attempt any one.

Q1. Explain the concept of information society as mentioned by UNESCO in one of its reports ?

OR

Q2. What are the origins of Internet? How has the Internet changed the nature of Communication?

30/11/12