RTH SEMESTER B.A. DEGREE EXAMINATION, APRIL/MAY 2015

(UG–CCSS)

Complementary Course—Mass Communication

AV CC 04—NEW MEDIA

ee Hours   Maximum : 30 Weigh

Part A

swer any *twelve* questions, each not exceeding 50 words. Each question carries 1 weighta

Crowdsourcing.

Extranet.

CPM.

Webring.

Aggregator.

MoJo.

VolP.

Buzz marketing.

Ping.

Hit

Open Source Software.

Encryption.

GPS.

SE I.

Slashdot effect.

(12 × 1 = 12 weigh

Part B

iswer any *five* questions, each not exceeding 150 words. Each question carries 2 weightag

hy did internet advertising fail to take off in India for long ?

What are the essential characteristics of an internet story ?

Explain the functioning of Multimedia Messaging Service.

What are the elements of a Hyperlink ?

Elucidate the elements of website economics.

Turn

Comment on computer-intelligent programmes.

What are the advantages of Content Management System ?

Explain the process of podcasting.

(5 x 2 = 10 weight

Part C

swer any *two* questions, each not exceeding 450 words. Each question carries 4 weightage

Make a comparative analysis of the online version of two leading Malayalam *or* Eng
newspapers ?

What are the advantages that hyperlinks bring to a site ? Explain with examples.

Trace the evolution of internet popularity in India enumerating the challenges at var
stages of its growth ?

What are the key ethical issues of social networking sites across the world ?

(2 x 4 = 8 weight