COURSE CODE: MNM-011
POST GRADUATE DIPLOMA IN DIGITAL MEDIA
PROGRAMME CODE: PGDIDMOL
UNDERSTANDING DIGITAL MEDIA

Total Marks-50   **Time Duration-120 Minutes**

Note : (i) There are 50 [Fifty] questions in this paper, all questions are compulsory.

(ii) Each question carries 1 mark.

1. What is the minimum requirement for a meaningful exchange of information during communication?
A) Medium and Channel
B) Noise and Communicator
C) Language and Airwaves
D) Audience and Recording Studio

2. Which digital media trend emphasises the active participation of individuals?
A) Games and Gaming Console
B) Digital Literacy Initiatives
C) Mobile Revolution
D) Media Marketing

3. Which of the following is not a determinant of the digital divide?
A) Accessibility
B) Education
C) Online Content
D) Age

4. Which of the following statement(s) is/are true regarding TRAI and MeitY?

i) TRAI regulates the telecom sector in India

ii) MeitY deals with policy-related decisions of digital media

A) Both statements are true.

B) Both statements are false.

C) Only statement i) is true.

D) Only statement ii) is true.

5. Besides Buffer, which other social marketing tool allows you to schedule posting of social media messages?

A) Google Meet

B) Facetime

C) Skype

D) Sprout Social

6. According to Jenkins, what is the primary enabler of online participatory media?

A) Convergence

B) Active Participation

C) User-Generated Content

D) Social Media

7. When did health professionals start using the term health communication for the first time?

A) 1961

B) 1872

C) 1999

D) 2005

8. Which of the following terms can be used to identify a fixed perspective about an event or subject when studying representation?

A) Narrowcasting

B) Labelling

C) Priming

D) Composition

9. Which type of media challenges the structure of mainstream mass media?

A) Alternative Media

B) Promotional Content

C) Transitional Media

D) Corporate media

10. Which of the following are features of Web 2.0?

A) Dynamic, Non-Linear, & Writable

B) Static, Linear & Readable

C) Dynamic, Linear & Readable

D) Static, Non-linear, Writable

11. Which communication environment employs each stage of communication tool optimally and carefully, with a focus on self-communication representation?

A) Hyperpersonal CMC

B) Intra-personal CMC

C) Impersonal CMC

D) Computer-Mediated Presentations

12. What is the maximum speed at which data can be transmitted between computers in a network called?

A) Network Congestion

B) Broadband Networks

C) Bandwidth Size

D) Decoding Speed

13. Match the following terms with their corresponding meanings:

a) To share location – 1) Google+

b) To 'love' posts – 2) Foursquare

c) To express 'heart' – 3) Tumblr

d) To create 'circles'- 4) Instagram

A) a-4, b-1, c-2, d-3

B) a-3, b-2, c-1, d-4

C) a-2, b-3, c-4, d-1

D) a-1, b-4, c-2, d-3

14. Why was Facebook's "Free Basics" banned?

i) To ensure net neutrality

ii) For cybersecurity reasons

iii) To prevent monopolies in the telecom sector

A) ii and iii

B) ii

C) iii

D) i and iii

15. Who has discussed the impact of social media on the disinhibitions of emotions of its users?

A) Richard Butsch

B) Brian Masumi

C) John Suler

D) Alexander Lang

16. Among the three generations of open and distance learning distinguished by UNESCO, which generation highlights effective teaching-learning?

A) First Generation

B) Second Generation

C) Third Generation

D) All of the Above

17. 'Swasth Bharat', a Television program, is broadcast with the aim of:

A) Clean India

B) Economic Development

C) Climate Communication

D) Communicating Health Messages

18. Which of the following statements best describes Jenkins' concept of new media literacy?

A) New media literacy refers to the ability to navigate and use traditional forms of media effectively.

B) New media literacy focuses on the skills required to consume and interpret media content produced by mainstream media outlets.

C) New media literacy emphasises the critical thinking skills needed to access, analyse, evaluate, and create media content in a digital and networked environment.

D) New media literacy promotes the idea that traditional forms of media are more important than emerging digital media platforms.

19. Which type of journalism does YouTube cultivate?

A) Yellow

B) Pink

C) Investigative

D) Citizen

20. By what year does ITU aim to achieve the goal of "Internet for All"?

A) 2024

B) 2026

C) 2028

D) 2030

21. The term .... was coined by William Gibson.

A) Hacktivism

B) Virtual Reality

C) Augmented Reality

D) Cyberspace

22. Which technological innovation is expected to impact the production and distribution of traditional media setups, particularly TV, in India in the near future?
A) Laptop
B) 8K TVs
C) Smartphone
D) Smart TVs

23. Which of the following is replaces the National Telecom Policy?
A) Net Neutrality Policy
B) Social media policy
C) National Digital Communication Policy
D) Telecom Regulatory Policy

24. In India, which regulation related to data regulation?
A) National Cybersecurity Policy
B) Net Neutrality Rules
C) Data Protection Bill
D) IT Act

25. According to Jenkins et al. (2009), which of the following new media skills emphasises the importance of dramatics?
A) Simulation
B) Multi-tasking
C) Performance
D) Play

26. Which of the following aspects is not emphasised in the National Policy on Information and Communication Technology in School Education in 2012?
A) ICT in school management
B) ICT for students with special needs

C) ICT for digital communication

D) Dissemination and sharing of digital learning material

27. Trans-theoretical model is also known as:

A) Cyclic Model

B) Horizontal Model

C) Linear Model

D) Diagonal Model

28. When a government and media highlight one issue but ignore another important issue, it is a probable case of:

A) Priming

B) Stereotyping

C) Both of the above

D) Neither of the above

29. Which factors control the communication flow in cyberspace, which consists of unique communication characteristics and global reach?

A) Market Freebies

B) Medium-specific demand

C) Individual choices

D) Satellite networks

30. Which of the following is similar to contemporary social networking sites?

A) ARPANET

B) USENET

C) COMPUNET

D) FILENET

31. Online collaborative gaming or Call of Duty is an example of which type of computer-mediated communication?

A) Asynchronous CMC

B) Console based Gaming

C) Synchronous CMC

D) Gaming with Robots

32. Which digital media trend reflects the resource management aspect of digital media?

A) Digital labour

B) Content Delivery Networks (CDNs)

C) 5G Internet Connectivity

D) Digital Advertising

33. As of 2021, which state in India has the highest percentage of internet subscribers, according to TRAI?

A) Karnataka

B) Maharashtra

C) Tamil Nadu

D) Uttar Pradesh

34. Which characteristic of a social media audience demonstrates the individuality of the audience?

A) Inclusiveness

B) Component

C) Type of community

D) Connectivity

35. Which of the following options is not a function of online participatory media?

A) Discussion Communities

B) Meaning Making

C) Virality

D) Accessibility

36. Which of the following is not a fundamental principle of the Government of India's Education Policy concerning ICT use in education?
A) Participation
B) Access
C) Equity
D) Quality

37. What is the main focus of the Health Belief Model?
A) Providing medical treatment
B) Increasing public awareness about health
C) Encouraging healthy behaviours in individuals
D) Strengthening Health Infrastructure

38. Which one of the following terms describes an idealised conversational space where people discuss and debate mutual interests and political issues?
A) Public Sphere
B) Narrative Sphere
C) Listserv
D) Private domain

39. What are the determinants of digital inequality in India?
A) High cost of data access (rates per GB)
B) Lack of reliable ICT infrastructure
C) Inadequate of telecom policy
D) High cost to access Local language contents

40. Match the following terms with their corresponding meanings:
a) SMTP – 1) To connect with the webserver
b) FTP – 2) To manage pockets
c) TCP/IP – 3) To transmit media contents
d) HTTP – 4) To send/receive emails
A) a-4, b-1, c-2, d-3

B) a-3, b-2, c-1, d-4
C) a-4, b-3, c-1, d-2
D) a-1, b-4, c-2, d-3

41. Which of the following theories does not focus on the relationship between technology and society?
A) Social Shaping of Technology
B) Extension of Man
C) Postmodernity
D) Technological Determinism

42. Who categorised the digital divide based on access and usage?
A) Van Dijik
B) Schweitzer
C) Norris
D) Hargittai

43. What initiative was launched by the Indian government to connect rural citizens to the rest of the country?
A) E-governance
B) Digital States
C) Drishtee
D) National Internet Mission

44. Which aspect of online communication involves creating an imaginary personality in the mind of the communicator due to the use of textual communication?
A) Solipsistic Introjection
B) Asynchronicity
C) Dissociative Anonymity
D) Dissociative Imagination

45. Which aspect of digital media has extensively assisted marginalised communities, including racial and ethnic groups?
A) Participatory Politics
B) Corporate Engagement
C) New Literacy
D) Mainstream Media

46. Which barrier to ICT integration in education can be substantially eradicated through psychological training and conditioning?
A) Digital Inequality
B) Attitude of Teachers and Students
C) Capacity Enhancement of Human Resources
D) Social Infrastructure

47. How can cross-referencing conventions and visual styles be understood?
A) lntertextuality
B) Intratextuality
C) Hypertextuality
D) Meta-textuality

48. The word 'democracy' is derived from which language's word?
A) Greek
B) German
C) French
D) English

49. Match the following terms with their corresponding meanings:
a) Etic, Epic and Emic – 1) Communication Roles
b) Sender, receiver and participant – 2) Virtual Community Roles
c) Youth, younger adults – 3) Ethnographic Study
d) Peripheral, insider and inbound – 4) Digital Natives
A) a-3, b-1, c-4, d-2

B) a-4, b-1,c-2, d-3

C) a-2, b-3, c-4, d-1

D) a-1, b-4, c-2, d-3

50. What brings members of online communities together?

A) Network preferences

B) Common interests

C) Locational choices

D) Offline connections