

No. of Printed Pages : 2

MNM-011

**POST GRADUATE DIPLOMA IN
DIGITAL MEDIA (PGDIDM)**

Term-End Examination

June, 2023

MNM-011 : UNDERSTANDING DIGITAL MEDIA

Time : 2 Hours

Maximum Marks : 50

Note : *There are **three** parts in this question paper. Distribution of marks are given in respective parts.*

Part–A

Note : *Write short notes on any **five** (100 words each).* $2 \times 5 = 10$

1. Health Belief Model
2. Social Media Guidelines of GoI
3. Mass Personal Communication
4. Online Distribution Effect
5. Core gaps of popular culture
6. # Lahu Ka Lagaan
7. Computer-Mediated Communication
8. Creative Commons

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[2]

Part–B

Note : Answer any **four** questions (250 words) each.

5×4=20

9. How many segments the social media audience can be divided into ? Explain any *four* segments with suitable examples.
10. Illustrate the different social media marketing tools.
11. Enumerate the social media applications in the areas of governance. Give relevant Indian examples.
12. What are the ICT strategies usually employed for health communication ?
13. Discuss the business models and types of Indian digital ventures. Cite suitable examples.

Part–C

Note : Answer any **two** questions (500 words each).

10×2=20

14. Based on the conceptual framework of exclusion and inclusion, explain the term marginalization within the realms of mediated presentation of social realities.
15. Explain the characteristics of online activism. Identify recent social movements that used online and digital tools and critically analyze their strategies.
16. Discuss the issues and challenges of the integration of ICT with education. Explain it from communication point of view.

MNM–011