

M.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2015.

FIRST SEMESTER

Master of Journalism and Mass Communication

Paper IV — NEW MEDIA APPLICATIONS FOR MASS MEDIA

Time : Three hours

Maximum : 75 marks

(No additional sheet will be supplied)

PART A — (5 × 3 = 15 marks)

Answer any FIVE questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. Internet.
2. Website.
3. Hyperlinks.
4. Browser.
5. CPU.
6. Bitmap.
7. E-mail.
8. Cyber crime.

PART B — (4 × 15 = 60 marks)

Answer ALL questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages.

9. What is operating system? What are application programs? Give examples of each.

Or

10. What is MS Word? Explain atleast ten important features of MS word.

11. What are various input and output devices in a computer? Distinguish between hardware and software.

Or

12. Explain the characteristics of new media/multimedia with examples.

13. What are the various characteristics of the Internet?

Or

14. Discuss the laws related to cyber crime in India.

15. Explain the use and application of photoshop.

Or

16. What are the various applications of multimedia in education, entertainment and business?
Give examples.

