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| QP Code: D134481  |  | Total Pages: 2    | Name: |
|   |  | Register No.      |       |
| <b>THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025</b>                              |  |                   |       |
| (CUFYUGP)   |  |                   |       |
| <b>JOU3MN202 - DIGITAL MEDIA</b>  |  |                   |       |
| 2024 Admission onwards  |  |                   |       |
| Maximum Time :2 Hours   |  | Maximum Marks :70 |       |
| <b>Section A</b>  |  |                   |       |
| <b>All Question can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)</b> |  |                   |       |
| 1   | Digital Media.   |                   |       |
| 2   | Hypertextuality  |                   |       |
| 3   | Media Convergence.   |                   |       |
| 4   | Creative Commons License.  |                   |       |
| 5   | Cyber Crime  |                   |       |
| 6   | Digital Divide   |                   |       |
| 7   | Phishing   |                   |       |
| 8   | User Engagement.   |                   |       |
| 9   | Chatbot  |                   |       |
| 10  | Digital Storytelling.  |                   |       |
| <b>Section B</b>  |  |                   |       |
| <b>All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)</b> |  |                   |       |
| 11  | Describe various stages and techniques of digital content production.      |                   |       |
| 12  | Explain the tools and software used in digital media creation.             |                   |       |
| 13  | Discuss the impact of digital media on social and political communication. |                   |       |
| 14  | Explain ethical considerations while creating digital content.             |                   |       |
| 15  | Compare the characteristics of traditional and digital media.              |                   |       |
| 16  | Explain the use of AR and VR in News                                       |                   |       |
| 17  | What are the advantages and challenges of news aggregators?                |                   |       |
| 18  | Describe the importance of micro-contents like Shorts and Reels.           |                   |       |

| <b>Section C</b>  |  |
|---|--|
| <b>Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)</b> |  |
| 19  | Evaluate the use of AI in news production and storytelling.    |
| 20  | Analyze the economic and legal consequences of digital piracy. |