

(2½ Hours)

[Total Marks: 75]

- Note: - (1) All questions are compulsory and carry equal marks
(2) Figures to the right indicate marks
(3) Support answers with examples wherever necessary

Q 1. Case study (Any one)

- A. The 'trust' of a reader/viewer depends to some extent on the way a journalist presents itself on social media, discuss in detail with emphasis on social media policy for a news organisation. (15)

OR

- B. The new media or modern-day journalism is quite different from the traditional one, discuss with focus on web and mobile applications and how they are useful for Mobile Journalism. (15)

Q 2.

- A. In MOJO, having first-hand information of video editing apps is a must. List at least seven such apps. (7)
- B. Using a hashtag is easy but what is its importance, explain with examples. (8)

OR

Q 2.

- C. A modern-day journalist must know how to reach out to the readers, explain using the concept of social media analytics. (8)
- D. What are the most important tools for a Mobile Journalist? (7)

Q 3.

- A. Differentiate between native and hybrid apps. (8)
- B. Explain the concept of M-learning, with examples (7)

OR

Q 3.

- C. Social media has changed journalism in terms of gathering news, explain. (8)
- D. What as per you is the future of newsrooms? (7)

Q 4.

- A. Verified and authentic news would help a news agency augur well, explain in view of the rising fake news and how to fact check the same. (15)

OR

- B. Detail the steps for designing an application for mobile as well as for a webs (15)

Q 5. Short Notes (any 3 out of 5)

(15)

1. Blogging and Vlogging
2. Impact of mobile on journalism
3. Ethics
4. Digital storytelling
5. The digital skeleton