

FYBAMMC/SEM II/REG/Introduction to New Media

Marks:30

Time: 1hr

Note:

1. Draw neat diagrams wherever necessary.
2. Figures to the right indicate full marks.
3. Attempt ANY 2 from Q.1, Q.2 and Q.3.
4. Each question carries 15 Marks.

[15]

Q1. Answer the Following (Any 1)

- a) Distinguish between Traditional Media and New Media
- b) What is Content Monetization? Explain the different strategies for Content Monetization.

[15]

Q2. Answer the Following (Any 1)

- a) List down the different smart devices for content consumption
- b) Explain in detail Personalized Advertising and Targeting?

[15]

Q3. Answer the Following (Any 1)

- a) What is Augmented Reality and Virtual Reality? Explain their application in the media industry
- b) What is Content Analytics? What are the different metrics tracked in Content Analytics?