

Roll No. ....

Total Pages : 03

**351407**

**May 2024**

**B.A. (JMC) (Fourth Semester)**

**Digital Media (BJMC-406B-21)**

*Time : 3 Hours]*

*[Maximum Marks : 75*

**Note :** It is compulsory to answer all the questions (1.5 marks each) of Part A in short. Answer any *four* questions from Part B in detail. Different sub-parts of a question are to be attempted adjacent to each other.

**Part A**

1. (a) Define Data Analytics 1.5
- (b) Explain UD, UI and UX. 1.5
- (c) Explain CMS. 1.5
- (d) Define Media Convergence. 1.5
- (e) What is Multimedia ? 1.5
- (f) Write about Digital media, Social Media and New Media. 1.5
- (g) Write social Media Analytics Tool. 1.5
- (h) Define Web 2.0 and Web 3.0. 1.5

- (i) What is Clickbait ? 1.5
- (j) Define LMS. 1.5

**Part B**

- 2. (a) How does organizational culture affect the behavior, communication and performance of digital media teams ? 10
- (b) How can multimedia story design and planning enhance the impact of digital content ? 5
- 3. (a) What factors influence the credibility assessment of digital content, and how can credibility be built and maintained online ? 5
- (b) Evaluate the behavior within digital media organizations and its influence on organizational dynamics. 10
- 4. Explain the concept of multi-dimensional content analysis and reporting (CAR) in digital media. 15
- 5. (a) Analyze the role of culture in digital organizations. 5
- (b) Highlight the significance of digital content management and security. 10

- 6. (a) What measures can be taken to safeguard digital media content from unauthorized access and distribution ? 10
- (b) How can content generation strategies be optimized for digital platforms ? 5
- 7. How does group behaviour, innovation, and creativity contribute to the success of digital media ventures ? 15