

1. What does Web 2.0 introduce in online communication?

- a. Interactive and collaborative features
- b. Static content only
- c. Text-based communication only
- d. Limited user engagement

2. Which attribute is NOT typically associated with online communication?

- a. Real-time interaction
- b. Offline communication
- c. Global reach
- d. Multimedia integration

3. What is the primary focus of video conferencing in online communication?

- a. Text-based communication
- b. Real-time video interaction
- c. Static images sharing
- d. Audio-only communication

4. Which term refers to journalism without the use of traditional pen and paper?

- a. Traditional Journalism
- b. Pen-less Journalism
- c. Cyber Journalism
- d. Digital Journalism

5. What is a key consideration for reporting and editing in e-papers and websites?

- a. Lengthy articles
- b. Fast and accurate reporting
- c. Minimal use of visuals
- d. Biased opinions

6. Which legislation governs cybercrimes in India?

- a. Cyber Security Act
- b. IT Act (2000)
- c. Cyber Crime Prevention Act
- d. Digital Ethics Law

7. What does the term "Digital Divide" refer to in the context of new media?

- a. Division between online and offline communication
- b. Economic and social inequalities related to digital access
- c. Digital currency disparities
- d. A gap between traditional and modern media

8. How does convergence contribute to new media?

- a. Separates electronic and mobile commerce
- b. Limits multimedia integration
- c. Creates synergy between different media forms
- d. Reduces the role of social media

9. What is the primary focus of website planning and visual design?

- a. Maximizing text content
- b. Enhancing visual appeal and user experience
- c. Reducing interactivity
- d. Ignoring audience preferences

10. What is an essential component of audience analysis in web content design?

- a. Ignoring user preferences
- b. Understanding user demographics and behavior
- c. Relying solely on personal preferences
- d. Avoiding multimedia elements

11. Which term refers to optimizing a blog for better visibility in search engines?

- a. Webcasting
- b. Podcasting
- c. SEO (Search Engine Optimization)
- d. Copyleft

12. What does WAM (Website Audience Measurement) involve?

- a. Measuring the weight of the website
- b. Analyzing the audience's location only
- c. Assessing website performance and user behavior
- d. Ignoring audience feedback