

Model Question Paper of New Media

1. What does "Online Communication" refer to?

- A) Sending physical letters through online platforms.
- B) Interacting and exchanging information using digital channels.
- C) Communicating only through phone calls.
- D) Broadcasting messages through television.

2. Which of the following is the most accurate definition of "Web 1.0"?

- A) The current phase of the internet characterized by advanced AI technologies.
- B) The early stage of the internet where static websites were prevalent, allowing limited user interaction.
- C) The era of online gaming and virtual reality.
- D) The phase of the internet marked by social media dominance.

3. How does "Web 2.0" differ from "Web 1.0"?

- A) Web 2.0 allows only one-way communication, while Web 1.0 had two-way communication.
- B) Web 2.0 focuses on static websites, whereas Web 1.0 introduced interactive and user-generated content.
- C) Web 2.0 enables user-generated content, collaboration, and dynamic interactions, while Web 1.0 had static web pages.
- D) Web 2.0 refers to the early days of the internet, while Web 1.0 represents the current state.

4. Which statement best describes the concept of "Web 3.0"?

- A) Web 3.0 is a term used to describe the decline of internet usage in the modern era.
- B) Web 3.0 involves the transition from static websites to dynamic, user-centered experiences.
- C) Web 3.0 introduces a vision of the internet where machines communicate without human intervention.
- D) Web 3.0 aims to create a more intelligent, interconnected, and semantic web that understands context and meaning.

5. How does "Web 3.0" differ from its predecessors?

- A) Web 3.0 emphasizes static websites and limits user-generated content.
- B) Web 3.0 is characterized by one-way communication, while previous versions had two-way communication.
- C) Web 3.0 focuses on decentralization, semantic understanding, and advanced technologies like blockchain.
- D) Web 3.0 solely revolves around traditional media forms like television and newspapers.

6. How has communication technology impacted the speed of information dissemination?

- a) It has slowed down the spread of information.
- b) It has had no impact on the speed of information dissemination.
- c) It has significantly increased the speed of information dissemination.
- d) It has made information dissemination more complex and unpredictable.

7. Which of the following is an example of synchronous communication technology?

- a) Email
- b) Social media posts
- c) Text messaging
- d) Video conferencing

8. How has communication technology influenced social interactions?

- a) It has replaced face-to-face interactions entirely.
- b) It has had no impact on social interactions.
- c) It has expanded the ways people can interact, both online and offline.
- d) It has made social interactions more formal and less personal.

9. What term describes the unequal access to communication technology based on factors like income and location?

- a) Digital divide
- b) Communication gap
- c) Technological bias
- d) Network disparity

10. How has communication technology changed the nature of work?

- a) It has decreased the need for remote work options.
- b) It has eliminated the need for virtual collaboration tools.
- c) It has made it harder for businesses to reach a global audience.
- d) It has enabled remote work and global collaboration opportunities.

11. What is the primary advantage of asynchronous communication in online communication platforms?

- a) Instant feedback
- b) Real-time interaction
- c) Flexibility in response time
- d) High bandwidth usage

12. Which of the following is a potential challenge of online communication in terms of nonverbal cues?

- a) Limited use of emojis
- b) Reduced misunderstanding
- c) Enhanced emotional expression
- d) Difficulty in interpreting tone and body language

13. Which online communication attribute allows participants to interact using both audio and video in real-time?

- a) Synchronous communication
- b) Asynchronous communication
- c) One-way communication
- d) Nonverbal communication

14. What term refers to the tendency of individuals to feel more comfortable expressing opinions online that they might not express in face-to-face interactions?

- a) Social inhibition
- b) Groupthink

- c) Digital divide
- d) Online disinhibition

15. How can anonymity impact online communication?

- a) It enhances accountability and responsibility.
- b) It leads to increased conformity among participants.
- c) It encourages more authentic self-expression.
- d) It reduces the need for encryption in online conversations.

16. What is the primary purpose of video conferencing?

- a) Broadcasting live events
- b) Distributing pre-recorded content
- c) Real-time communication between participants
- d) Sharing audio files for playback

17. Which of the following technologies is best suited for delivering a live presentation to a large online audience?

- a) Video conferencing
- b) Webcasting
- c) Podcasting
- d) Instant messaging

18. What distinguishes a podcast from a regular radio show?

- a) Podcasts can only be accessed online
- b) Podcasts are always live broadcasts
- c) Podcasts are limited to short audio clips
- d) Podcasts are available for on-demand listening and subscription

19. Question: What equipment is commonly used for participating in a video conference?

- a) Studio microphone and headphones
- b) Green screen and lighting setup

- c) Podcasting microphone and soundproof booth
- d) Webcam and computer with internet connection

20. Question: Which of the following scenarios is an example of asynchronous communication?

- a) Real-time video conferencing
- b) Live webcasting
- c) Participating in a live podcast recording
- d) Listening to a pre-recorded podcast episode

21. Question 1: What is a key difference between traditional journalism and pen-less/paperless journalism?

- a) Traditional journalism doesn't involve writing.
- b) Pen-less/paperless journalism relies on physical newspapers.
- c) Traditional journalism requires the use of digital devices.
- d) Pen-less/paperless journalism only focuses on local news.

22. How does pen-less/paperless journalism impact content presentation?

- a) It limits the use of multimedia elements.
- b) It allows for interactive and multimedia-rich content.
- c) It restricts the distribution of news globally.
- d) It promotes lengthy textual articles.

23. Question 3: What is a potential advantage of traditional journalism over pen-less/paperless journalism?

- a) Faster distribution of news updates.
- b) Higher potential for global reach.
- c) Enhanced interactivity and engagement.
- d) Reduced environmental impact.

24. Question 4: Which aspect of pen-less/paperless journalism distinguishes it from traditional journalism?

- a) Exclusive focus on opinion pieces.

- b) Use of typewriters for content creation.
- c) Integration of social media platforms.
- d) Reliance on printed magazines.

25. How does pen-less/paperless journalism impact the environment compared to traditional journalism?

- a) Pen-less/paperless journalism has a higher environmental impact due to increased electronic waste.
- b) Traditional journalism is more environmentally friendly due to the use of recycled paper.
- c) Both forms of journalism have equal environmental impacts.
- d) Pen-less/paperless journalism is more environmentally friendly as it reduces paper consumption.

26. What should you do to ensure accuracy in your online news reporting?

- a) Use sensational headlines for higher click rates.
- b) Rely on unverified sources for breaking news.
- c) Cross-check facts with multiple reliable sources.
- d) Manipulate information to create controversy.

27. Which of the following is a DON'T when editing news content for online platforms?

- a) Correct minor grammatical errors.
- b) Update outdated information without indicating the change.
- c) Maintain a neutral tone in reporting.
- d) Attribute information to its original source.

28. What is a key DO for maintaining ethical standards in online journalism?

- a) Plagiarize content from other sources to enhance your article.
- b) Use clickbait headlines to attract more readers.
- c) Attribute information to the original sources.
- d) Create fake social media profiles to gather information.

29. What is a DON'T when handling user-generated content on your news portal?

- a) Verify the authenticity of user-generated content before publishing.

- b) Allow offensive and derogatory comments to remain unchecked.
- c) Fact-check user-submitted stories before publishing.
- d) Monitor discussions and remove content that incites hate or violence.

30. What is a DO to enhance the readability of online news articles?

- a) Use complex jargon and technical terms extensively.
- b) Keep paragraphs and sentences long to provide detailed information.
- c) Incorporate multimedia elements like images and videos to supplement the text.
- d) Present information in a disorganized and haphazard manner.

31. What is the primary goal of cyber security?

- A) To eliminate all cyber threats completely.
- B) To minimize the risk of cyber attacks and protect digital assets.
- C) To promote hacking for ethical purposes.
- D) To increase the speed of internet connections.

32. Which of the following is an example of a cyber crime?

- A) Sharing a funny meme on social media.
- B) Installing a legitimate software program on your computer.
- C) Sending unsolicited emails with malicious links to steal personal information.
- D) Playing online games with friends.

33. What is "phishing" in the context of cyber security?

- A) A technique used by ethical hackers to protect systems.
- B) A type of software virus that spreads through email attachments.
- C) A social engineering attack where attackers trick individuals into revealing sensitive information.
- D) A term for connecting multiple computers in a secure network.

34. What is a "firewall" in the context of cyber security?

- A) A tool used by hackers to break into systems.

- B) A physical wall designed to prevent unauthorized access to a building.
- C) A software or hardware device that monitors and controls incoming and outgoing network traffic.
- D) A type of malware that encrypts files and demands a ransom for their release.

35. Which of the following is an example of a strong password?

- A) "123456"
- B) "password123"
- C) "MyDog'sName1987"
- D) "qwertyuiop"

36. Which Indian legislation addresses issues related to electronic transactions, digital signatures, and cybersecurity?

- A) Indian Cybersecurity Act
- B) IT Act (2000)
- C) Digital Transactions Act
- D) Cybercrime Prevention Act

37. What term is used to describe the unauthorized reproduction or distribution of copyrighted material, such as software, music, or movies?

- A) Copyleft
- B) Copyright
- C) Piracy
- D) Open Source

38. Which of the following terms describes the practice of allowing software to be used, modified, and distributed freely by anyone?

- A) Copyright
- B) Proprietary Software
- C) Open Source
- D) Copyleft

39. Under the concept of "Copyleft," what requirement is typically placed on derivative works based on open-source software?

- A) They must be sold for profit.
- B) They must be given away for free.
- C) They must include the original source code and be licensed under the same terms.
- D) They must be submitted to the government for review.

40. What does the term "Digital Archive" refer to?

- A) A collection of physical books and documents in a library.
- B) An online repository of digital content for public access and preservation.
- C) A type of copyright license that restricts usage to specific countries.
- D) A form of proprietary software used for data encryption.

41. What does the term "Digital Divide" refer to?

- a) The gap between urban and rural populations.
- b) The difference in income levels among various social groups.
- c) The disparity in access to and usage of technology between different groups.
- d) The divide between generations in understanding modern technology.

42. Which of the following factors contribute to the Digital Divide?

- a) Age, gender, and income.
- b) Weather conditions and geographical location.
- c) Political affiliations and religious beliefs.
- d) Height and eye color.

43. The concept of the "Information Society" refers to:

- a) A society where people communicate using only verbal means.
- b) A society that primarily relies on physical forms of information storage.
- c) A society characterized by the widespread use of information and communication technologies (ICTs).
- d) A society that places little emphasis on education and knowledge sharing.

44. Which of the following is NOT a potential consequence of the Digital Divide?

- a) Reduced access to educational resources.
- b) Increased economic opportunities for disadvantaged groups.
- c) Limited participation in democratic processes.
- d) Reinforcement of existing social inequalities.

45. What is one way to bridge the Digital Divide and promote inclusivity in the Information Society?

- a) Restricting access to technology to only certain privileged groups.
- b) Ignoring the issue as it's a natural outcome of societal differences.
- c) Providing affordable access to technology and digital literacy programs.
- d) Encouraging competition among technology companies to increase the divide.

46. What does ICT stand for?

- A) Internet and Computer Technology
- B) Integrated Circuit Transistors
- C) Information and Communication Technology
- D) International Cellular Telephony

47. What is E-governance?

- A) Entertainment-based Governance
- B) Efficient Governance
- C) Electronic Governance
- D) External Governance

48. What does the convergence of electronic and mobile commerce refer to?

- A) The competition between e-commerce and m-commerce platforms.
- B) The integration of electronic and mobile devices into a single platform.
- C) The merging of online and mobile shopping experiences.
- D) The development of new technologies exclusively for e-commerce.

49. Which of the following is an example of synergy between electronic and mobile commerce?

- A) A mobile app that only allows users to browse products.
- B) An online store accessible only through a desktop computer.
- C) A website that offers seamless shopping experiences across both desktop and mobile devices.
- D) A physical store that doesn't have an online presence.

50. What is meant by the term "convergence" in the context of electronic and mobile commerce?

- A) The rivalry between electronic and mobile commerce platforms.
- B) The process of merging physical and digital retail spaces.
- C) The integration of various payment methods in e-commerce.
- D) The integration and collaboration of electronic and mobile commerce for improved user experiences.

51. What is the primary purpose of social media platforms?

- a) Providing online shopping opportunities
- b) Facilitating real-time communication and content sharing
- c) Hosting virtual reality games
- d) Offering cloud storage services

52. Which of the following is a potential benefit of using social media for businesses?

- a) Limited reach to a specific local audience
- b) Difficulty in measuring audience engagement
- c) Enhanced brand visibility and customer engagement
- d) Reduced need for a company website

53. What is the term for the practice of using specific keywords or phrases to make a social media post more easily discoverable by users interested in that topic?

- a) Hashtagging
- b) Emojifying
- c) Hyperlinking

d) Browsing

54. Which social media platform is known for its professional networking and career-oriented focus?

a) Snapchat

b) Instagram

c) LinkedIn

d) TikTok

55. How can social media platforms be utilized for promoting community engagement?

a) By disabling comments on posts to avoid controversy

b) By only sharing promotional content about products and services

c) By sharing relevant and interactive content, responding to comments, and hosting discussions

d) By limiting the frequency of posts to maintain an air of exclusivity

56. What is the purpose of wireframing in website planning?

a) To add visually appealing graphics to the website.

b) To test the website's functionality and interactions.

c) To create the final design of the website.

d) To define the layout and structure of the website.

57. Which of the following is a key consideration for an effective visual design of a website?

a) Using as many different colors as possible to make the website vibrant.

b) Incorporating as much text as possible to provide detailed information.

c) Prioritizing a responsive design to ensure compatibility with various devices.

d) Including a large number of complex animations to engage users.

58. What is the purpose of a call-to-action (CTA) button on a website?

a) To showcase the company's logo and branding.

b) To provide a navigation menu for the website.

c) To encourage users to take a specific action, such as signing up or making a purchase.

d) To display a slideshow of images related to the website's content.

59. What is the primary purpose of conducting audience analysis in the context of content creation?

A) To impress the audience with complex vocabulary.

B) To tailor content to the preferences and needs of the target audience.

C) To increase the length of the content by adding more details.

D) To eliminate any creative elements that might not be well-received.

60. What does a content strategy primarily involve?

A) Creating content without considering the target audience.

B) Generating as much content as possible to reach a wider audience.

C) Planning, developing, and managing content to achieve specific goals.

D) Copying content from various sources to save time and effort.

61. What does SEO stand for in the context of creating and promoting a blog?

a) Social Engagement Optimization

b) Search Engine Outreach

c) Search Engine Optimization

d) Site Enhancement Operations

62. Which of the following is NOT a common strategy for promoting a blog and improving its SEO?

a) Sharing blog posts on social media

b) Guest posting on other blogs

c) Using irrelevant keywords to attract more traffic

d) Building high-quality backlinks

63. What is the primary purpose of Website Audience Measurement (WAM) in the context of online platforms and websites?

A) Enhancing website design and layout.

B) Identifying potential cybersecurity threats.

C) Measuring and understanding user engagement and behavior.

D) Optimizing server performance.

64. Which of the following techniques is commonly used in Website Audience Measurement (WAM) to track user interactions and behavior on a website?

A) Social media advertising.

B) Geolocation targeting.

C) Cookie tracking.

D) Virtual reality integration.