

2056

B. Voc. (Media and Entertainment) FYUP  
Second Semester  
BME-201: Social Media and Online Journalism

Time allowed: 3 Hours

Max. Marks: 40

**NOTE:** Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each Unit. All questions carry 8 marks.

x-x-x

- I. Attempt any four of the following in 40-50 words each:-
- Multimedia storytelling
  - Virtual reality
  - Music streaming service
  - OTT
  - CRAAP test
  - Internet radio

**UNIT - I**

- II. Define new media. Explain its nature and scope in the present age.
- III. Describe the role of AI in content and news creation.

**UNIT - II**

- IV. Describe the nature and scope of citizen journalism.
- V. Explain the recent trends in online journalism. Support your answer with suitable examples.

**UNIT - III**

- VI. Write a detailed note on the theory of digital divide and its stages.
- VII. Define SEO. Explain its importance in creation of brand identity and presence.

**UNIT - IV**

- VIII. Describe the feature of a digital economy. List its drawbacks.
- IX. What are the key differences between traditional and digital marketing.

x-x-x