Bharati Vidyapeeth's
Institute of Computer Applications and Management (BVICAM)
A-4, Paschim Vihar, New Delhi-63
FIFTH SEMESTER [BA (JMC)] Internal Examination, October 2023

Paper Code: BA (JMC) 301	Subject: Basics of New Media
Time: 2 Hours	Maximum Marks: 45

Note: Attempt THREE questions in all. Question No. 1 is compulsory, and attempt one question from each unit.

1.		Answer all the following questions briefly: -	1.5 × 10 = 15	
	(a)	Differentiate between Traditional Media and New Media?		CO1
	(b)	Describe Cyber Crime and Cyber Security.		CO2
	(c)	Explain the use of Firewalls and Intrusion Detection System?		CO2
	(d)	Discuss the Distributed Denial of Service (DDoS) Attacks.		CO2
	(e)	Elaborate the need of training and awareness about cybercrimes and cyber security.		CO2
	(f)	"Web 2.0 is also known as Read-Write Web", justify the statement.		CO1
	(g)	"A writer must use proper attribution while writing for an online platform", explain the statement.		CO2
	(h)	Distinguish between information access and information overload.		CO3
	(i)	Analyze the role of communication technologies in contemporary world?		CO1
	(j)	Criticize the 'Section 66A' in the context of IT ACT 2000.		CO2
UNIT - I				
2.	(a)	Discuss the impact of communication technologies on modern society, considering how they have both connected and transformed communities.	5	CO1

	(b)	Explain, the role played by the advancement of 'web 1.0' to 'web 3.0' in transforming the user experience on the internet over time.	5	CO1
	(c)	Discuss the ethical boundaries that new media journalists must navigate in today's digital landscape and give some examples of potential ethical challenges they might face.	5	CO2
3.	(a)	"Advancement of communication technologies has given voice to the voiceless, this can be a boon or a bane for the harmony prevailing in the society" elaborate the statement.	5	CO1
	(b)	In recent times we have witnessed a rapid growth in the types of cybercrimes being committed with internet users, highlight some specific examples and their potential impact on individuals, organizations, and society.	5	CO2
	(c)	Discuss the importance of proactive cybersecurity measures in preventing cybercrime. What types of preventive strategies an individual or an organization can employ to safeguard against various cyber threats.	5	CO2
UNIT – II				
4.	(a)	Elaborate the challenges and opportunities in the field of journalism brought by the shift from traditional media to new media.	5	CO5
	(b)	The Information Technology Act, 2000, plays a crucial role in governing electronic transactions and data security in India. Discuss the key provisions of the IT Act, highlighting its significance in the context of cybersecurity and digital communication.	5	CO2
	(c)	In the context of digital content, distinguish among copyright, copyleft and online piracy. How does copyright infringement impact content creators and industries?	5	CO2
5.	(a)	Describe video conferencing technology and how it has revolutionized various aspects of communication and collaboration in both personal and professional settings. Provide specific examples of industries or situations where video conferencing applications have proven to be particularly beneficial.	5	CO3
	(b)	"Despite the challenges and concerns, communication technologies have proved themselves as an integral part of our society", justify the statement.	5	CO1
	(c)	Explore the advantages and challenges associated with the transition from traditional journalism to pen-less/paperless journalism, and analyze how this evolution has influenced the way news is created, consumed, and shared in contemporary society.	5	CO2