



K.R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

Roll No.....

End Semester Examination, December 2024
Open Elective – IIIrd Semester
New Media and Web Content (SJM805A)

Time: 2.5 hrs.

Max Marks: **50**

Note: *All Questions are compulsory. Marks are indicated against each question.*

PART-A

Q.1 Attempt 5 questions

- | | |
|--------------------------------------|----------------|
| (a) What is UGC | [CO-1] [L-1] 2 |
| (b) Give two examples of ORM | [CO-1] [L-1] 2 |
| (c) List the types of search engines | [CO-1] [L-1] 2 |
| (d) List 5 news web portals | [CO-1] [L-1] 2 |
| (e) List 6 types of keywords | [CO-1] [L-1] 2 |
| (f) What is ChatGPT | [CO-1] [L-1] 2 |
| (g) State the purpose Google AdSense | [CO-1] [L-1] 2 |

2x5

PART-B

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|---|-----------------|
| Q.2 Explain TAM in case of wearable devices | [CO-3] [L-3] 10 |
| OR | |
| Analyze the between traditional media, electronic media and new media | [CO-3] [L-3] 10 |
| Q.3 Applying the concept of experiential media discuss entertainment industry | [CO-2] [L-2] 10 |
| OR | |
| Applying the concept of usefulness of AI discuss disaster management | [CO-2] [L-2] 10 |
| Q.4 Evaluate the ethical considerations around the use of AI | [CO-4] [L-4] 10 |
| OR | |
| Evaluate the emerging media trends in context to education | [CO-4] [L-4] 10 |
| Q.5 Create a set of 4 ads with keywords for an ad campaign for Christmas | [CO-5] [L-5] 10 |
| OR | |
| Create a plan for an online reputation management for Indian Railways | [CO-5] [L-5] 10 |