

No. of Printed Pages : 2

MNM-011

**POST GRADUATE DIPLOMA IN
DIGITAL MEDIA (PGDIDM)**

Term-End Examination

December, 2024

MNM-011 : UNDERSTANDING DIGITAL MEDIA

Time : 2 Hours

Maximum Marks : 50

Note : (i) *There are three Parts in this question paper.*

(ii) *Distribution of marks is given in respective Parts.*

Part—A

Note : *Write short notes on any **five** of the following in about **100** words each.* **5×2=10**

1. Characteristics of cyberspace
2. Digital inequality
3. User generated content
4. Health Belief Model
5. Net Neutrality
6. Mainstream Media
7. Hashtag

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Part—B

Note : Answer any **four** questions in about **250**
words each. **5×4=20**

8. Explain with suitable examples, the concept of 'Computer Mediated Communication'.
9. Explain the forms of citizen journalism.
10. Discuss the characteristics of digital media.
11. Enumerate the barriers to health information literacy.
12. Discuss different categories of social media audiences.
13. What are the ICT strategies usually employed for Health Communication ?

Part—C

Note : Answer any **two** questions in about **500**
words each. **2×10=20**

14. Discuss the use of ICT in education.
15. Discuss the challenges and opportunities of e-Governance.
16. Discuss the impact of social media on youth.

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