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MNM-011

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

Term-End Examination

December, 2025

MNM-011 : UNDERSTANDING DIGITAL MEDIA

Time : 2 Hours

Maximum Marks : 50

Note : *There are **three** Parts in this question paper. 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. Masspersonal Communication
3. Digital Inequality
4. Actor-Network Theory
5. User-generated Content

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6. Citizen Journalism
7. Tactical media
8. Interactive-Service Model of E-Governance

Part—B

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

9. Write a note on the status of Indian languages in digital media. Cite relevant examples.
10. How does news sharing on social media impact mainstream media ? Explain.
11. Compare and contrast the concepts of online activism and offline activism.
12. Discuss the challenges in integration of ICT in Indian school education.
13. Describe the different stages of e-governance. Give suitable examples.

Part—C

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

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14. Explain the terms “marginalisation and marginalised.” Enumerate the opportunities through ICT for the disadvantaged sections.
15. Describe the socio, cultural and economic impact of social media on Indian society.
16. Explain the seven functional building blocks for Social Media. Give relevant examples.

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