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MNM-011

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

Term-End Examination

June, 2026

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 indicated in the respective parts.*

Part—A

Note : *Write short notes on any **five** of the following in about **100** words each.*

5×2=10

1. Net Neutrality
2. Health Information Literacy

3. Digital Natives
4. Use of ICT in education
5. Three cone gaps of participatory culture
6. Prosumer
7. Hyperlocal News websites
8. Online Disinhibition effect

Part—B

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

9. Discuss the different forms of computer-mediated communication. Cite suitable examples.
10. Enumerate the role of social media in news sharing.
11. Discuss the use of social media for education. Give suitable examples.
12. Explain the differences between sociological approach and political approach of online participation.
13. What is online activism ? Enumerate any *two* from the Indian context.

Part—C

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

14. Give a brief definition of the following terms and contextualize these terms within the realm of digital literacy :
- (a) Disinformation
 - (b) Misinformation
 - (c) Fake News
15. What do you understand by social media audience ? Discuss the important characteristics of social media audience. Cite suitable examples.
16. Explain the term “Media Entrepreneurship”. Enumerate different kinds of business models and ventures. Give relevant examples.

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