

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

PGDMC 2nd Sem. Examination, 2015

Paper Code: 08

Paper : New Media and Computer Application

Time: 3 hours Maximum marks: 80

The figures in the margin indicate full marks for the questions

- 1 Answer any five from the following questions (any five 2×5=10 : each within 50 words)
- Do you consider new media to be a two-way communication process? Explain.
 - Who founded the World Wide Web consortium and in which year?
 - What is a modem?
 - What do you mean by Computer Assisted Reporting?
 - What is a blog?
 - Why is digital technology preferred over analog technology?
 - What does CMYK stand for?
- 2 Answer any three from the following (each within 100 4×3=12 words)
- 'New media' vehicles have now become a part of 'new age culture' – Discuss.
 - What are the different types of online newspaper?
 - Discuss any two important services provided by the internet.
 - Why is Adobe Photoshop a popular form of editing software?
 - What are the functions of an Operating System (OS)?

- 3 Answer any three of the following (each within 250 6×3=18 words)
- What are the basic components of an MS Word document?
 - What is a file? Discuss the different types of files.
 - What are the different types of computers based on memory (physical size)?
 - What are the major aspects for legal restrictions on software?
 - What is typography? What are the important points that must be kept in mind in order to make a good typography?
- 4 Answer any four from the following questions (each 10×4=40 within 400 words)
- What do you mean by media convergence? What are the advantages of media convergence?
 - What is Desktop Publishing? What are the primary Desktop Publishing software programmes?
 - Discuss the impact of online newspapers on traditional newspapers.
 - Explain the different categories of computer software with the help of a diagram.
 - Do you think the internet has changed the way people communicate the world over? Give reasons in support of your answer.
 - What is offset printing? What are the advantages and disadvantages of offset printing?