

**FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2024****MINOR****ENG1MN102 THE LANGUAGE OF DIGITAL SPACE: ENGLISH AND NEW MEDIA**

Time : 2 Hrs

Maximum Marks : 70

BL : Bloom's taxonomy Level (1 to 6)

CO : Course Outcome

Section A		Ceiling Marks : 24		
Answer all questions. Each carries 3 marks.				
No.	Question	M	BL	CO
1.	Identify the key components of a blog post.	3	1	CO1 CO2
2.	Explain the importance of identifying target users in product development.	3	2	CO1 CO2
3.	Define co-story writing. List three websites dedicated to collaborative fiction.	3	1	CO1 CO2
4.	Compare and contrast the reading experience of a traditional novel with that of an interactive digital story.	3	4	CO1 CO2 CO3
5.	What is the full form of OTT? Name 5 popular OTT platforms in India.	3	1	CO1 CO2
6.	Apply the concept of interactivity to a specific example of a digital game.	3	3	CO1 CO2
7.	Enumerate three common types of online abuse	3	2	CO1 CO2 CO3
8.	What is the difference between internal and external crowdsourcing?	3	1	CO1 CO2 CO3 CO4
9.	Explain digital monetizing	3	2	CO1 CO2
10.	Describe the relationship between branding and market research.	3	4	CO1 CO3
Section B		Ceiling Marks : 36		
Answer all questions. Each question carries 6 marks.				
No.	Question	M	BL	CO
11.	Compare and contrast the characteristics of traditional television and modern streaming services.	6	4	CO1 CO2
12.	Evaluate the effectiveness of different digital communication strategies for achieving specific goals.	6	5	CO1 CO2 CO3 CO4
13.	Compare and contrast the use of short-form video content (e.g., TikTok, Reels) with long-form video content (e.g., YouTube) on social media.	6	2	CO1 CO2
14.	Explain the impact of the internet on the development of digital storytelling.	6	2	CO1 CO2
15.	How can you use audiobooks to improve your vocabulary?	6	3	CO1 CO3
16.	Compare and contrast the benefits and drawbacks of digital detox. Under what circumstances might a digital detox be particularly beneficial?	6	4	CO1 CO2

17.	Evaluate the effectiveness of online harassment laws in protecting victims.	6	5	CO1 CO3
18.	Evaluate the role of social media platforms in shaping public opinion and discourse. How can these platforms be used effectively for democratic purposes?	6	5	CO1 CO2
<b>Section C</b> Answer any 1 question. Each carries 10 marks. (1x10=10 marks)				
<b>No.</b>	<b>Question</b>	<b>M</b>	<b>BL</b>	<b>CO</b>
19.	Analyze the impact of social media on political discourse and public opinion formation. Discuss the potential for both positive and negative consequences.	10	4	CO1 CO3
20.	Evaluate the role of digital platforms in promoting social and economic development.	10	5	CO1 CO2 CO3 CO4

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