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D1BEG2503

Name: .....

Reg. No.: .....

FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2025

(Regular/Improvement/Supplementary)

ENGLISH

MINOR

ENG1MN102: THE LANGUAGE OF DIGITAL SPACE: ENGLISH AND NEW MEDIA

Time: 2 Hrs. **Maximum Marks: 70**

M: Mark BL: Bloom's taxonomy Level (1 to 6) CO: Course Outcome

Section A: Answer all questions. Each carries 3 marks.
Ceiling: 24 Marks

No.	Question	M	BL	CO
1.	Define unidirectional media and provide three examples.	3	1	CO2
2.	What are the primary types of social media platforms?	3	1	CO1 CO2 CO3
3.	Analyze the effectiveness of a YouTube tutorial in terms of its use of visual aids and narration.	3	3	CO1 CO2 CO3 CO4
4.	Explain the difference between a video-sharing platform and a live-streaming platform.	3	2	CO1 CO2
5.	Compare traditional storytelling to digital storytelling in terms of audience reach.	3	4	CO1 CO2 CO3 CO4
6.	Explain the concept of binge-watching.	3	2	CO1 CO2
7.	Apply the concept of interactivity to a specific example of a digital game.	3	3	CO1 CO2
8.	What is a firewall, and how does it protect online privacy?	3	2	CO1 CO2
9.	List three potential benefits of democratized media.	3	1	CO1 CO2
10.	What is virality in social media?	3	2	CO1 CO2

Section B: Answer all questions. Each carries 6 marks.
Ceiling: 36 Marks

No.	Question	M	BL	CO
11.	Analyze the impact of social media on the evolution of communication.	6	4	CO1 CO2 CO3
12.	Identify the advantages and disadvantages of co-story writing on digital platforms.	6	4	CO1 CO2

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13.	How can you use audiobooks to improve your vocabulary?	6	3	CO1 CO3
14.	How can online etiquette be applied in the context of social media interactions?	6	3	CO1 CO3
15.	Analyze the ethical considerations involved in creating and sharing digital content.	6	4	CO1 CO2 CO3
16.	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
17.	What are the potential risks associated with social media marketing?	6	2	CO1 CO2
18.	Analyze how digital media has transformed traditional workplace practices and communication methods.	6	4	CO1 CO2

Section C: Answer any one question. Each carries 10 marks. (1 x 10 = 10 Marks)

No.	Question	M	BL	CO
19.	Critically evaluate the impact of social media on the shift from unidirectional to dynamic media. Discuss both the positive and negative consequences, and assess whether the overall trend has been beneficial for society.	10	5	CO1 CO2
20.	Discuss the various threats to privacy and security that individuals face in the online world. Provide examples of each threat.	10	2	CO1 CO3