

QP Code: D 113022		Total Pages: 1	Name:
		Register No.	
FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024			
(CUFYUGP)			
JOU1MN102 Introduction to Electronic Media			
2024 Admission onwards			
Maximum Time :2 Hours		Maximum Marks :70	
Section A			
All Question can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)			
1	Community Radio		
2	NDTV		
3	Doordarshan		
4	PTI		
5	AIR		
6	British Broad Casting Corporation		
7	Social media		
8	Artificial intelligence		
9	IP tv		
10	Meta Platforms		
Section B			
All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)			
11	Describe the role of social media in electronic media.		
12	Discuss the relationship between electronic media and globalization.		
13	Describe the impact of electronic media on politics.		
14	Explain the concept of media ethics.		
15	Discuss the importance of media literacy.		
16	Explain the concept of cross-platform media.		
17	What is the significance of online video platforms?		
18	How has mobile technology impacted electronic media?		
Section C			
Answer any ONE .Each Question carries 10 marks (1x10=10 Marks)			
19	What is digital convergence, and how has it changed media consumption?		
20	How has electronic media influenced popular culture?		