

QP Code: D134481		Total Pages: 2	Name:
		Register No.	
THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025			
(CUFYUGP)			
JOU3MN202 - DIGITAL 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	Digital Media.		
2	Hypertextuality		
3	Media Convergence.		
4	Creative Commons License.		
5	Cyber Crime		
6	Digital Divide		
7	Phishing		
8	User Engagement.		
9	Chatbot		
10	Digital Storytelling.		
Section B			
All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)			
11	Describe various stages and techniques of digital content production.		
12	Explain the tools and software used in digital media creation.		
13	Discuss the impact of digital media on social and political communication.		
14	Explain ethical considerations while creating digital content.		
15	Compare the characteristics of traditional and digital media.		
16	Explain the use of AR and VR in News		
17	What are the advantages and challenges of news aggregators?		
18	Describe the importance of micro-contents like Shorts and Reels.		

Section C	
Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)	
19	Evaluate the use of AI in news production and storytelling.
20	Analyze the economic and legal consequences of digital piracy.