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Examination: Odd Semester Examination 2022

Paper Name: Media and Information Literacy Communication
Time: 3 Hours

Paper Code: BCA 105/BS-105
Maximum Marks: 60

Note: Mobile Phones or programmable calculators or any equipment with memory are not allowed inside the examination hall.

Follow proper numbering for answering the questions.

Section- A
(Attempt all questions | 20 x 1 = 20)

Q. No.	Question	Marks	CO	BL
1	_____ is the relationship between people and the use of technology. (a) Digital Divide (b) Participatory Culture (c) Digital Culture (d) None	1	CO5	2
2	A computer that has been optimized to provide services to other computers is known as a _____. (a) Client (b) Server (c) Peer (d) None	1	CO1	1
3	The emergence of constructivist and constructionist ideas are related to : (a) Demystification model (b) Creative Participation Model (c) Protectionist Model (d) Communication Model	1	CO4	2
4	What key aspect differentiates today's digital media from traditional media? (a) Longevity (b) Interactivity (c) Portability (d) None	1	CO4	2
5	Fixed and _____ are two important layouts of E-Books. (a) Single Column (b) Grid (c) Reflowable (d) None	1	CO4	1
6	"_____ is the catalyst required to transform the information society of today into the learning society of tomorrow" (a) Media Literacy (b) Technology Literacy (c) Information Literacy (d) Network Literacy	1	CO3	2
7	Google Glass and Microsoft HoloLens are examples of: (a) Virtual Reality (b) Augmented Reality (c) Simulation (d) None	1	CO4	1
8	_____ refers to raw facts, figures, and values. (a) Information (b) Knowledge (c) Data (d) None	1	CO1	2
9	First-order digital divides deal with _____ to digital infrastructure and online tools. (a) Participation & Outcomes (b) Skills (c) Access (d) None	1	CO5	1
10	_____ is the process of teaching and learning to interpret, evaluate, and think critically about media systems and the content they produce.	1	CO2	1
11	Media education is the process and _____ is the outcome.	1	CO2	1
12	A _____ is defined as a large, powerful computer typically used for complex calculations and data processing tasks.	1	CO3	1
13	_____ is an interface system in which no computing is done locally.	1	CO4	2
14	Satellite is an example of _____ media.	1	CO3	2

15	Is the Internet an example of broadcast media? (T/F)	1	CO4	2
16	Platforms like Facebook, Twitter, Instagram, Snapchat, and TikTok are built on persuasive technology. (T/F)	1	CO2	2
17	Demystification Model empowers the audience against the problematic aspects of the media. (T/F)	1	CO2	1
18	Media literacy is often presented as an unquestionable good. (T/F)	1	CO2	2
19	The emergence of Web 2.0 platforms encourages a Participatory Culture in Social Media. (T/F)	1	CO4	2
20	Transmedia refers to the transfer of the contents of one form of media to another. (T/F)	1	CO4	2

Section-B

(Attempt any four questions | 4 x 5 = 20)

Q. No.	Question	Marks	CO	BL
1.	What are the characteristics of a media literate person?	5	CO3	2
2.	What are the key differences between media literacy and information literacy?	5	CO1	4
3.	How does media convergence change the way we access media?	5	CO4	4
4.	What is digital culture? How has digital media influenced or changed the culture?	5	CO4	2
5.	What are virtual reality and augmented reality? Explain with suitable examples	5	CO3	2
6.	What is Transmedia? Mention its different types.	5	CO4	2

Section-C

(Attempt any two questions | 2 x 10 = 20)

Q. No.	Question	Marks	CO	BL
1	Explain the types of Digital Divide. What are the factors that affect the digital divide?	10	CO5	5
2	Explain the different models of media education.	10	CO2	4
3	How has media evolved from traditional to new media? Describe with the help of suitable examples.	10	CO3	4
4	What is participatory media culture? Critically analyze its impacts.	10	CO4	3

BL – Bloom's Taxonomy Levels (1-Remembering, 2-Understanding, 3-Applying, 4-Analyzing, 5-Evaluating, 6-Creating)