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Examination: Supplementary Examination 2023

Paper Name: Media and Information Literacy Communication
Time: 2.5 Hours

Paper Code: BCA 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	Media education is the process of teaching and learning to interpret, evaluate, and think critically about _____ systems and the content they produce. (a) Social (b) Media (c) Educational (d) Political	1	CO2	2
2	Media literacy is an expanded conceptualization of literacy that includes the ability to access and analyze media messages as well as _____, reflect, and take action. (a) Ignore (b) Create (c) Delete (d) Reject	1	CO3	2
3	In the participatory phase of media education, what were the audience members expected to learn? (a) The constructed nature of media (b) How to become critical consumers of media (c) How to create media content (d) All of the above	1	CO4	3
4	PDA stands for _____.	1	CO1	1
5	Which statement best describes mainframe computers? (a) Mainframe computers are small and compact devices suitable for personal use. (b) Mainframe computers are powerful and can handle vast amounts of data with stable transaction processing. (c) Mainframe computers are primarily used for gaming and entertainment purposes. (d) Mainframe computers are portable and can be carried around easily.	1	CO1	1
6	"Internet, Social Media, and Computers are examples of _____ Media. (a) Traditional (b) Digital (c) Print (d) Broadcast	1	CO1	2
7	Satellite is an example of what type of media? (a) Digital Media (b) Space Media (c) Web media (d) Broadcast Media	1	CO1	1
8	In the protectionist/inoculation approach to media education, what was the main objective? (a) Equipping audience members with decoding skills (b) Allowing audience members to participate in media creation	1	CO2	2

	(c) Protecting certain audience members from problematic media forms (d) Promoting demystification of media messages			
9	UNESCO in 2011 unveiled the "Media and Information Literacy Curriculum for _____" (a) Schools (b) Students (c) Teachers (d) Parents	1	CO1	2
10	Who first coined the term "information literacy"? (a) John Smith (b) Jane Doe (c) Paul Zurkowski (d) Susan Johnson	1	CO3	1
11	What is the perception of information literacy in relation to its benefits? (a) It is seen as unnecessary for students in present times (b) It is viewed as a hindrance to students' opportunities (c) It is considered an unquestionable good (d) It is associated with limitations in students' career choices	1	CO3	3
12	Which type of computing are wearable and augmented reality examples of? (a) Cloud Computing (b) Ubiquitous Computing (c) Quantum Computing (d) Edge Computing	1	CO3	1
13	Which of the following best describes information literacy? (a) Accessing, evaluating, and producing media in a variety of forms. (b) Identifying the need for information and using it effectively to solve a problem. (c) Manipulating and producing media content for various purposes. (d) Accessing, evaluating, and using information to create media forms.	1	CO3	3
14	What type of client is a terminal that looks like a desktop but has limited capabilities and components? (a) Mobile client (b) Thin client (c) Web client (d) Desktop client	1	CO4	2
15	Mainframe computers are also called notebooks. (T/F)?	1	CO1	1
16	The widespread use of computing technology has resulted in a transformation of culture. (True/False?)	1	CO4	2
17	Digital culture has no impact on society and communication. (T/F)	1	CO4	1
18	The lack of access and ability to use digital media can be understood as a form of social inequality. (T/F)	1	CO2	2
19	Individualisation is a core aspect of late-modern societies. (T/F)	1	CO1	2
20	Data refers to facts, figures, and values, while information is when these data are processed and translated into something meaningful or significant. (T/F)	1	CO1	2

Section-B

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

Q. No.	Question	Marks	CO	BL
1.	Define media and describe its different types with suitable examples.	5	CO1	1
2.	Discuss the concept of Transmedia Storytelling.	5	CO4	2
3.	Define wearable computing and augmented reality and explain their interrelation in modern technology.	5	CO3	3
4.	Explain the concept of converged media and its significance in modern communication strategies.	5	CO4	3

5.	Define digital media content and discuss its various types, highlighting the unique characteristics and formats that distinguish each type.	5	CO4	4
6.	Compare and contrast media literacy and information literacy, exploring their distinct features and core principles.	5	CO1	4

Section-C

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

Q. No.	Question	Marks	CO	BL
1	Define Media Education and conduct a comprehensive analysis of the three prominent perspectives: the Inoculation Model, the Demystification Model, and the Creative Participation Model.	10	CO2	4
2	Explain the transformation of media from traditional to new media, providing relevant examples to illustrate the changes and advancements in media technology and communication methods.	10	CO3	2
3	Examine the significant milestones in the history of Information Literacy and provide a comprehensive account of its key moments, highlighting its evolution and impact over time.	10	CO3	2
4	What are the three levels of the digital divide? What are the implications of the digital divide for individuals, communities, and society?	10	CO5	5

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