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Examination: Backlog/ Supplementary Examination 2024-25

Paper Name: Media and Information Literacy Communication, Paper Code: BCA/BSc 105

Time: 2.5 Hours

Maximum Marks: 60

Follow proper numbering for answering the questions.

Section- A

(Attempt all questions | 20 x 1 = 20)

Q. No	Question	Marks	CO	BL
1	_____ bridges the gap between traditional and digital media. (a) Converged Media (b) Transmedia Storytelling (c) Traditional Storytelling (d) Digital Literacy	1	CO4	2
2	What is the primary purpose of media literacy? (a) Enhance creativity (b) Foster critical thinking about media content (c) Promote social media addiction (d) Develop coding skills	1	CO1	2
3	Information literate person can Identify, find, evaluate, _____, and acknowledge Information (a) Analyze (b) Create (c) Synthesize (d) Apply	1	CO2	2
4	What are the three Cs of Media Convergence?	1	CO4	1
5	True/False: Information literacy only applies to academic research.	1	CO2	1
6	A _____ is defined as a large, powerful computer typically used for complex calculations and data processing tasks.	1	CO3	1
7	_____ a sociotechnical practice that has largely escaped critical examination. (a) Digital Literacy (b) Internet governance (c) Information Literacy (d) None	1	CO2	2
8	_____ is the act of making information interactive and accessible across devices. (a) Information Literacy (b) Interactive Media (c) Digital Storytelling (d) None of the above	1	CO4	2
9	What is the key difference between Augmented Reality (AR) and Virtual Reality (VR)?	1	CO4	3
10	True/False: The Electronic Age focuses solely on written communication.	1	CO1	1
11	_____ refers to raw facts, figures, and values. (a) Information (b) Knowledge (c) Data (d) None	1	CO1	1
12	First-order digital divides deal with _____ to digital infrastructure and online tools. (a) Participation & Outcomes (b) Skills (c) Access (d) None	1	CO5	2
13	Media education is the process and _____ is the outcome.	1	CO2	2
14	Satellite technology is primarily used for: (a) Broadcast media (b) Print media (c) Digital media (d) None	1	CO4	1
15	True/False: Digital culture is not influenced by media literacy.	1	CO4	1
16	Telephones, Telegraphs, Punch-cards are related to: (a) Industrial Age (b) Electronic Age (c) Pre-Historic Age (d) New Media Age	1	CO1	1
17	The emergence of Web 2.0 platforms encourages a Participatory Culture in Social Media. (True/False?)	1	CO4	1

18	Demystification Model empowers the audience against the problematic aspects of the media. (True/False?)	1	CO1	1
19	Which type of computing are wearable devices and augmented reality examples of? (a) Cloud Computing (b) Ubiquitous Computing (c) Quantum Computing (d) Edge Computing	1	CO3	2
20	_____ is the relationship between people and the use of technology. (a) Digital Divide (b) Participatory Culture (c) Digital Culture (d) None	1	CO5	2

Section-B

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

Q. No.	Question	Marks	CO	BL
1.	What do you mean by the term "Media and Information Literacy"? Why is it important?	5	CO1	2
2.	Define media and briefly explain its different types with suitable examples.	5	CO1	1
3.	What is digital content? Give examples of different types of digital content.	5	CO4	1
4.	Define Transmedia Storytelling and its significance in modern media production.	5	CO4	2
5.	Briefly discuss the key strategies to bridge the digital divide.	5	CO5	3
6.	Briefly explain the role of mainframe computers in the history of computing.	5	CO3	1

Section-C

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

Q. No.	Question	Marks	CO	BL
1	Discuss the three main types of digital divides. Which type of digital divide do you believe is the most critical to address in today's world? Justify your answer with relevant examples and arguments.	10	CO5	3
2	Analyze and contrast the Inoculation, Demystification, and Creative Participation models in Media Education. Summarize their key differences briefly.	10	CO1	4
3	Discuss the increasing integration of technology into our daily lives. How has this trend impacted society? Provide specific examples to illustrate the ways in which technology has evolved and changed the way we live and work.	10	CO3	2
4	Explain the concept of 'The Politics of Information Literacy' and explore its key elements. Provide a brief yet comprehensive overview.	5	CO2	2

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