

Reg. No.:



Name:

University of Kerala

U8938

Second Semester FYUGP Degree Examination, April 2025

Discipline Specific Core Course

JOURNALISM

UK2DSCJMC102 - Digital Media Dynamics

Academic Level: 100-199

Time: 2 Hours(120 Mins)

Max. Marks: 56

Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each, Answer all questions

Qn No.	Question	CL	CO
1	---is the term for digital rights protection of original content.	RE	2
2	CTA Stands for	RE	1
3	Identify which type of content has a higher retention rate: static images or videos.	UN	2
4	Define "viral content" in digital media.	UN	2
5	What is the primary function of 'X' (Twitter)?	UN	1
6	Name the illegal act of obtaining sensitive user information through emails or messages.	UN	2

Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Compare the advantages and disadvantages of social media as a platform for debate.	UN	2
8	Generalize the reasons behind different engagement patterns across various social media platforms	UN	2
9	Predict the impact of live streaming on user engagement.	AP	2
10	Describe the role of social media in shaping public discourse.	AP	5
11	Summaries the role of social media platforms in digital communication.	AP	4

Part C.16 Marks.Time:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options * within each question

Qn No.	Question	CL	CO
12	A) Describe how you would apply a user-generated content campaign on Instagram and facebook, including steps to encourage participation. OR B) If a customer requests the deletion of their personal data collected through a campaign run on a digital platform, what steps should you apply to fulfill this request responsibly?	AP	3, 3

Qn No.	Question	CL	CO
13	A) If a brand's content engagement drops, what strategies would you implement? OR B) You are managing a brand's Instagram account. What plan will be applied to ensure that follower data and private messages are handled securely and in compliance with privacy regulations?	AP	2, 3
14	A) Examine whether analytics can be used to improve engagement strategies? OR B) Analyze the role played by social media in modern activism.	AN	3, 3
15	A) Evaluate the use of artificial intelligence (AI) in content creation? OR B) Outline the primary purpose of LinkedIn.	AN	3, 2

Part D.24 Marks.Time: 60 Minutes.(Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each.Answer all 4 questions choosing among options * within each question

Qn No.	Question	CL	CO
16	A) Compile a list of best practices to prevent misinformation on digital platforms. OR B) Analyse the factors that contribute to engagement decay over time, and what are the ways to address this?	AN	3, 4
17	A) Do you think social media platforms should regulate misinformation? Why or why not? OR B) Different content styles (educational, entertainment, promotional) affect user interaction, evaluate.	EV	4, 3
18	A) Evaluate the influence of Web 3.0 and decentralization on the future of digital media platforms. OR B) Examine how influencers shape consumer behavior across different social media networks.	EV	4, 2
19	A) Reconstruct the following low-performing tweet into a more engaging and shareable format. Explain the specific changes made to improve engagement. "Check out our new blog post on digital marketing trends. Click the link to read more! [link]" OR B) Create a plan for using digital media in an awareness campaign.	CR	2, 4