

(2½ Hours)

[Total Marks: 75]

- Note: - (1) All questions are compulsory and carry equal marks  
(2) Figures to the right indicate marks  
(3) Support answers with examples wherever necessary

**Q 1. Case study (Any one)**

A. The 'trust' of a reader/viewer depends to some extent on the way a journalist presents itself on social media, discuss in detail with emphasis on social media policy for a news organisation. (15)

OR

B. The new media or modern-day journalism is quite different from the traditional one, discuss with focus on web and mobile applications and how they are useful for Mobile Journalism. (15)

**Q 2.**

A. In MOJO, having first-hand information of video editing apps is a must. List at least seven such apps. (7)

B. Using a hashtag is easy but what is its importance, explain with examples. (8)

OR

**Q 2.**

C. A modern-day journalist must know how to reach out to the readers, explain using the concept of social media analytics. (8)

D. What are the most important tools for a Mobile Journalist? (7)

**Q 3.**

A. Differentiate between native and hybrid apps. (8)

B. Explain the concept of M-learning, with examples (7)

OR

**Q 3.**

C. Social media has changed journalism in terms of gathering news, explain. (8)

D. What as per you is the future of newsrooms? (7)

**Q 4.**

A. Verified and authentic news would help a news agency augur well, explain in view of the rising fake news and how to fact check the same. (15)

OR

B. Detail the steps for designing an application for mobile as well as for a webs (15)

**Q 5. Short Notes (any 3 out of 5)** (15)

1. Blogging and Vlogging
2. Impact of mobile on journalism
3. Ethics
4. Digital storytelling
5. The digital skeleton