

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 2025
(Second Semester)

Branch – ELECTRONIC MEDIA

MAJOR ELECTIVE COURSE – I:

INFORMATION SOCIETY: THEORIES AND TECHNOLOGY

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

| Module No. | Question No. | Question | K Level | CO |
|------------|--------------|--|---------|----------|
| 1 | 1 | Information overload refers to a) lack of sufficient information b) difficulty in understanding information c) unequal distribution of information d) Exposure to too many information | K2 | CO1& CO2 |
| | 2 | Social networking platforms facilitates a) broadcasting information to big audience b) creation and maintenance of social connections c) anonymous connections d) academic connections | K2 | CO1& CO2 |
| 2 | 3 | The technology that has led to the concept of “Global Village” a) Printing b) Telegraph c) Postal Services d) internet and digital technologies | K3 | CO4 |
| | 4 | Fake news means a) Inaccurate news b) false or misleading news c) biased news d) News based on ideology | K3 | CO4 |
| 3 | 5 | The technology which is a crucial component of “Information Superhighway” a) TV broadcasting b) Newspapers c) Telephones d) Internet & its infrastructure | K3 | CO4 |
| | 6 | When you tend to be in prolonged digital isolation it would lead to a) enhanced social skills b) improved mental health c) strong social connections d) high anxiety & depression | K4 | CO5 |
| 4 | 7 | Consumers benefit from media convergence a) Greater access to diverse content on multiple devices b) Fragmentation of media platforms c) less access to media content d) less interactive media experience | K4 | CO5 |
| | 8 | A common element of e-content is a) text, images, audio, video & interactive content b) handwritten notes c) Film reels d) Physical models | K5 | CO3 |
| 5 | 9 | The key goal of health informatics a) increase cost of health care b) improved health care delivery c) reduce technology use in health care d) limit patient access to health information | K5 | CO3 |
| | 10 | Telehealth helps disease management through a) facilitating remote monitoring of patients b) increase hospital admissions c) restricting patient access to specialists d) lowering patient follow up | K5 | CO3 |

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

| Module No. | Question No. | Question | K Level | CO |
|------------|--------------|--|---------|-----|
| 1 | 11.a. | Define the term "Information Society" and explain its significance. | K4 | CO4 |
| | (OR) | | | |
| | 11.b. | Explain the key characteristics of an Information Society. | | |
| 2 | 12.a. | Explain media morphosis. | K3 | CO4 |
| | (OR) | | | |
| | 12.b. | Elaborate on Technological determinism. | | |
| 3 | 13.a. | Explain the ICT transformed traditional businesses and promoted e-commerce in the Information Society. | K4 | CO4 |
| | (OR) | | | |
| | 13.b. | Discuss the relationship between the Information Society and globalization. | | |
| 4 | 14.a. | Discuss the elements of e-content development. | K4 | CO4 |
| | (OR) | | | |
| | 14.b. | Discuss the role of mobile technology in shaping the Information Society and its impact on communication and information access. | | |
| 5 | 15.a. | Describe the role of Information society's play in the globalization of trade and markets. | K4 | CO4 |
| | (OR) | | | |
| | 15.b. | The Information Society influenced education and lifelong learning- Explain. | | |

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

| Module No. | Question No. | Question | K Level | CO |
|------------|--------------|---|---------|-----|
| 1 | 16 | Analysis the ICT facilitates globalization and market expansion in today's Indian economy. | K5 | CO4 |
| 2 | 17 | Discuss how people engage with media content through central or peripheral routes and how that affects credibility. | K5 | CO4 |
| 3 | 18 | Write an essay on role of social media in rural development. | K5 | CO4 |
| 4 | 19 | Analysis the social implications of the Information Society according to sociological theorists. | K5 | CO4 |
| 5 | 20 | Discuss the role of ICT in enhancing data collection and analysis in scientific research. | K5 | CO4 |