

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	According to Frank Webster, which criteria for defining an 'Information Society' focuses specifically on the growth of service-sector occupations such as law, teaching, and administration? (i) Occupational criteria (ii) Technological criteria (iii) Cultural criteria (iv) Spatial criteria	K1	CO1
	2	Which component of the 'Uses and Gratifications' theory explains why individuals use social media to gain status or a sense of importance among their peers? (i) Social Integrative needs (ii) Affective needs (iii) Personal Integrative needs (iv) Cognitive needs	K2	CO1
2	3	Which theory suggests that the physical and structural characteristics of a technology, rather than the content it carries, are the primary drivers of social change and human behavior? (i) Media Morphosis (ii) Networking Theory (iii) Technological Determinism (iv) Media Credibility	K1	CO2
	4	In the context of 'Global Village,' what is the primary consequence of electronic media according to McLuhan's perspective? (i) Increased national isolation (ii) The elimination of social hierarchies (iii) The collapse of time and space (iv) The dominance of print culture	K2	CO2
3	5	Which concept describes the integration of previously distinct media forms—such as telephony, computing, and traditional broadcasting—into a single digital platform? (i) Information Superhighway (ii) Digital Colonialism (iii) Technological Convergence (iv) Fragmentation	K1	CO2
	6	The primary goal of 'E-governance' in the context of policy initiatives is to: (i) Increase transparency and efficiency in the delivery of public services (ii) Restrict citizen access to government databases (iii) Completely automate all judicial decisions without human input (iv) Privatize all government functions to reduce costs	K2	CO2
4	7	In E-content development, which element is responsible for ensuring that the learning material is logically structured and follows an instructional path? (i) Database Management (ii) Coding and Programming (iii) Instructional Design (iv) Graphic Design	K1	CO1
	8	Which component is considered a fundamental 'Element of E-content' that allows for active participation and feedback within a digital learning module? (i) Standardized Font (ii) Static Text (iii) File Compression (iv) Interactivity	K2	CO2
5	9	Which term describes the use of ICT to provide clinical health care from a distance, overcoming geographical barriers? (i) Health Informatics (ii) E-content Development (iii) Telehealth (iv) Digital Colonialism	K1	CO1
	10	McQuail suggests that 'Accountability' in the information age is shifting toward 'Social Responsibility.' In ICT, this means platforms should: (i) Actively prevent the spread of harmful misinformation and protect user rights (ii) Delete all user data every 24 hours (iii) Prioritize advertising revenue above all other metrics (iv) Only follow the laws of the country where they are headquartered	K2	CO1

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Module No.	Question No.	Question	K Level	CO
1	11.a.	Distinguish between the characteristics of "Mass Audiences" and "Interactive Audiences."	K4	CO1
		(OR)		
	11.b.	Analyze the relationship between "Information Overload" and the "Knowledge Gap" hypothesis.		
2	12.a.	Using the concept of Media Morphosis, explain how a traditional print newspaper transforms its delivery and engagement strategies when transitioning to a digital-first social media presence.	K3	CO2
		(OR)		
	12.b.	Apply the theory of Technological Determinism to explain the rapid adoption of Information and Communication Technologies (ICT) in rural education systems.		
3	13.a.	Analyze the social and cultural consequences of Fragmentation and Digital Isolation.	K4	CO3
		(OR)		
	13.b.	Analyze the principle of Convergence to explain how a single mobile device now performs the functions of multiple traditional media forms (radio, news, telephony).		
4	14.a.	Analyze the "Design of User Interface" (UI) in current E-learning platforms through the lens of Networking Theory.	K4	CO4
		(OR)		
	14.b.	Distinguish between different ICT Models (e.g., the diffusion of innovation model vs. the social shaping of technology model) in the context of educational adoption.		
5	15.a.	Describe how the integration of Telehealth and Health Informatics can be applied to improve healthcare delivery in remote, underserved regions.	K3	CO5
		(OR)		
	15.b.	Using the principles of ICT in Scientific Research, explain how "Big Data" analytics is currently applied to accelerate the development of new medical treatments or vaccines.		

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	Critically evaluate Frank Webster's theories of the Information Society.	K5	CO1
2	17	Assess the validity of the Cyborg metaphor in describing modern human-technology integration.	K5	CO2
3	18	Examine the relationship between Privatization and New Media Access. How does the shift from public to private control of information infrastructure affect the Digital Divide in rural versus urban settings?	K4	CO3
4	19	Assess the impact of Media Convergence on the quality of information.	K5	CO4
5	20	Based on Harari's arguments in Nexus, assess the risks of Assessment and Accountability systems that rely purely on algorithmic data.	K5	CO5

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