

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	Which of the following is a key characteristic of new media technology? (i) One way communication (ii) Limited audience reach (iii) interactivity (iv) Fixed content	K1	CO1
	2	New media differs from legacy media primarily because it: (i) Relies only on print format (ii) Allows user-generated content (iii) Has no global access (iv) Is always in analogue form	K2	CO1
2	3	A media company uses AI to personalize news feeds, automate content creation, and analyze audience behavior. Which of the following is the most significant ethical concern arising from these applications? (i) Increased production costs (ii) Reduced internet speed for users (iii) Potential bias and misinformation due to algorithmic decisions (iv) Lack of availability of traditional media	K1	CO2
	4	A user repeatedly engages with political content of a particular ideology on social media. Over time, their feed shows only similar viewpoints. What is this phenomenon called? (i) Digital Divide (ii) Echo chamber (iii) Media convergence (iv) Information overload	K2	CO2
3	5	In a rapidly digitizing society, access to high-speed internet and advanced digital tools is concentrated among urban, educated populations. Over time, this group becomes more informed about global cultures, while rural populations remain reliant on traditional media and local knowledge systems. Which of the following best explains the combined effect of <i>knowledge gap</i> and <i>cultural alienation</i> in this scenario? (i) Increased cultural homogeneity due to widespread media exposure across all groups (ii) Reduction in social inequality as information becomes universally accessible (iii) Expansion of informational disparity alongside a sense of disconnection from dominant cultural narratives among less-connected groups (iv) Strengthening of local cultures due to resistance against global media influence	K1	CO3
	6	In media studies, the terms " <i>information rich</i> " and " <i>information poor</i> " refer to: (i) People who read more books versus people who watch more television (ii) Groups with greater access to information resources versus those with limited access (iii) Countries with more newspapers versus countries with fewer newspapers (iv) Individuals who prefer digital media versus those who prefer print media	K2	CO3
4	7	A social media platform collects user data (preferences, browsing behavior, and interactions) and sells targeted advertising space to companies based on this data. Users are not charged for access to the platform. Which of the following best illustrates the concept of <i>information commodification</i> in this scenario? (i) The platform promotes free access to information for all users (ii) User-generated data is transformed into a marketable product and sold to advertisers (iii) The platform reduces the digital divide by offering free services (iv) Advertisers create their own independent data without relying on the platform	K1	CO4

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4	8	to vote on local policies, engage in deliberative discussions, and provide real-time feedback to policymakers. Which of the following best captures the primary significance of this initiative? (i) It exemplifies technological determinism by showing how technology alone shapes political outcomes (ii) It reflects digital democracy by facilitating participatory governance and direct citizen engagement (iii) It demonstrates media convergence by integrating multiple forms of communication into one platform (iv) It highlights the knowledge gap by privileging digitally literate citizens over others	K2	CO4
5	9	Which of the following best captures the central idea of Cyborg Feminism as proposed by Donna Haraway in <i>A Cyborg Manifesto</i> ? (i) It promotes a return to traditional gender roles in response to technological change (ii) It rejects all forms of technology as tools of patriarchal domination (iii) It challenges fixed boundaries between human, machine, and gender identities (iv) It argues that biological differences are the sole basis of feminist politics	K1	CO5
	10	According to Cyborg Theory, what is the significance of rejecting traditional dualisms such as human/machine and mind/body? (i) It reinforces the superiority of human consciousness over machines (ii) It enables the creation of purely artificial identities detached from society (iii) It destabilizes hierarchical structures that sustain social inequalities (iv) It promotes the complete merging of humans into machines as an ideal future	K2	CO5

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.	Examine how mechanisms of social control operate within democratic societies without overt coercion. Also analyze the role of institutions, media, and digital technologies in shaping consent, and discuss whether such forms of control strengthen or undermine democratic participation	K3	CO1
		(OR)		
	11.b.	Evaluate how e-governance initiatives, while intended to enhance transparency and efficiency, may inadvertently reproduce or deepen the digital divide. Discuss the interplay between technological access, social inequalities, and existing legal and policy frameworks, and assess whether current policy initiatives adequately address these structural disparities.		
2	12.a.	Write an essay on the evolution of new media audiences from elite and mass formations to specialized and interactive publics. How do these shifts reshape power relations in media production, distribution, and consumption, and to what extent do interactive audiences genuinely democratize media spaces versus reinforcing new forms of fragmentation and control?	K4	CO2
		(OR)		
	12.b.	Discuss how cloud technologies enable modern digital platforms by supporting media services and collaborative models: i. the role of cloud computing in delivering scalable and on-demand media services ii. how cloud-based platforms facilitate crowdsourcing and its benefits iii. the differences between crowdfunding and crowd seeding, with suitable examples iv. the advantages and challenges of using cloud infrastructure for these models		

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3	13.a.	that ICTs play a key role in empowerment by enabling entrepreneurship, improving access to resources, and reducing isolation among women.” In the light of the finding of the study examine how ICTs contribute to women’s empowerment. To what extent do structural and social barriers limit the effectiveness of ICTs in achieving inclusive development? Suggest suitable measures to address these challenges.	K3	CO3
	(OR)			
	13.b.	The Journal of New Media & Society noted that “new media platforms are reshaping cultural identities and social interactions by enabling instant communication, user-generated content, and global cultural exchange.” Write an essay on the positive and negative social and cultural effects of new media. How can individuals and societies maximize its benefits while minimizing its harmful impacts?		
4	14.a.	Evaluate the effectiveness of social media activism in driving sustained social change, considering its potential to mobilize large audiences as well as its limitations such as performative engagement, misinformation, and short-lived attention spans.	K4	CO4
	(OR)			
	14.b.	Analyze the dual impact of social media on youth development, focusing on how it shapes social behavior, academic performance, and psychological well-being. How can the negative effects be mitigated while preserving its positive potential?		
5	15.a.	If the boundary between human and machine is increasingly blurred, as argued in the Cyborg Manifesto, does the concept of identity (gender, class, and even ‘human-ness’) lose its meaning, or does it become more complex? Examine whether becoming ‘cyborg-like’ liberates individuals from traditional power structures or subtly reinforces new forms of control.	K4	CO5
	(OR)			
	15.b.	Create a fictional cyborg narrative that critically reflects on what it means to be human in a technologically mediated world.		

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	Does new media foster meaningful social connectivity, or does it produce fragmented identities and digital isolation under the illusion of constant connection? Also evaluate the paradox of hyper connectivity in new media environments	K5	CO1
2	17	In the context of post-industrial society, have new media audiences genuinely evolved into active producers of meaning and power, <i>prosumers</i> , or are they subtly reconfigured as commodified data subjects within platform-driven economies? Critically evaluate the tension between agency and control in the evolution of new media audiences.	K5	CO2
3	18	o what extent do new media technologies reconfigure social relationships and cultural identities—do they empower individuals through expanded networks of expression and participation, or do they fragment social life, commodify identity, and produce new forms of digital isolation and cultural standardization?	K5	CO3
4	19	Within the socio-technical paradigm, how has the commodification of information transformed users from participants in knowledge exchange into objects of economic extraction, and in what ways have these shifts redefined contemporary norms of consumption, value, and digital subjectivity?	K5	CO4
5	20	Does cyborg science and technology destabilize traditional boundaries between human, machine, and identity, and does this hybridization offer emancipatory possibilities, or does it risk deepening existing structures of control, inequality, and technological dependence? Explain.	K5	CO5

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