22EMP207BN / 22EMP207B

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 2024
(Second Semester)

Branch - **ELECTRONIC MEDIA**

<u>MAJOR ELECTIVE COURSE – I</u>
<u>INFORMATION SOCIETY : THEORIES AND TECHNOLOGY</u>

Time: Three Hours   Maximum: 75 Marks

<u>SECTION-A (10 Marks)</u>
Answer ALL questions

ALL questions carry EQUAL marks   (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What defines an "Interactive Audience" in the context of New Media? a) Actively engages and participates in media content b) Passively consumes media without interaction c) Belongs to elite social circles d) Has limited access to information	K1	CO1
	2	Which of the following best characterizes an "Information Society"? a) traditional forms of communication are predominant b) knowledge and information play a central role in economic, social, and cultural development c) reliant on manual labor for information dissemination d) access to information is restricted	K2	CO2
2	3	Which theory posits, 'advancements in technology drive and shape societal change'? a) Media Credibility b) Technological Determinism c) Global Village d) Media Morphosis	K1	CO1
	4	What concept explores how information and knowledge become commodities in the digital age? a) Uses, Adoption of ICT and Social Transformation b) Information Commodification c) New Media d) Knowledge Gap	K2	CO2
3	5	What term describes the integration of various media technologies, services, and functions into a single platform? a) Information Superhighway b) Convergence c) Digital Divide d) E-governance	K1	CO1
	6	What is the primary focus of E-governance? a) Improving access to government services b) Enhancing digital entertainment options c) Promoting commercial activities d) Facilitating academic research	K2	CO2
4	7	Which best describes "digital divide"? a) Access gap to digital tech b) Social media competition c) Media convergence d) Varying internet speed	K1	CO1
	8	What does E-learning primarily focus on? a) Electronic devices learning b) Engaging lectures c) Educator-led training d) Online and digital learning environments	K2	CO2
5	9	Which technology facilitates remote healthcare services and consultations? a) Telehealth b) Health ICT Projects c) Health Informatics d) Assessment and Accountability	K1	CO1
	10	Which tools are commonly used in designing user interfaces for E-content? a) ICT Models b) Design Element Tools c) Media Convergence d) E-learning	K2	CO2

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 the disparities between the information rich and the information poor in contemporary society.	K4	CO5
		(OR)		
	11.b.	Classify the types of new media audiences.		
2	12.a.	Identify the innovative approaches aimed at narrowing the knowledge gap and empowering marginalized communities.	K3	CO4
		(OR)		
	12.b.	Explain how Networking theory applies to contemporary social media applications in the digital age.		
3	13.a.	Identify the efficiency of new media tools in fostering grassroots movements and promoting societal progress.	K3	CO4
		(OR)		
	13.b.	Propose strategies to overcome the impact of digital isolation.		
4	14.a.	Explore the key design elements involved in creating effective e-content.	K4	CO5
		(OR)		
	14.b.	Analyze case studies of successful interactive e-learning platforms and their impact on student learning outcomes.		
5	15.a.	Evaluate the challenges and opportunities associated with integrating ICT in education.	K5	CO3
		(OR)		
	15.b.	Explain the role of health informatics in modern healthcare delivery systems.		

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	Analyze the role and impact of Social Networking in the Information Society on communication patterns, social interactions, and the dissemination of information.	K4	CO5
2	17	Examine the impact of technological determinism in the digital age.	K4	CO5
3	18	Analyze the role of E-governance in enhancing government services, transparency and citizen participation.	K4	CO5
4	19	Explain the steps involved in E-content development.	K5	CO3
5	20	Explain the benefits, challenges, and ethical considerations associated with implementing telehealth solutions.	K5	CO3

Z-Z-Z   END