

Total number of printed pages: Programme (PG)/2<sup>nd</sup>/PMCD202

2024

## APPROACH TO NEW MEDIA TECHNOLOGIES

Full Marks : 100

Time : Three hours

*The figures in the margin indicate full marks for the questions.*

*Answer any five questions.*

1.	a	Advertising is one of the most demanding and commercially profitable way to market a new product. New media provides new scopes to the field of advertising world. But conventional advertising also act effectively in many cases depending on the subject. How will you decide in the field of advertising whether to go for new media application or conventional media technique for agriculture based products? Explain with justification.	10
	b	Phone pay, card pay and cash pay. Discuss the advantages and disadvantages of all these three modes of payment with appropriate justifications.	10
2.	a	What do you mean by Principles of New Media? Explain.	5
	b	How do you explain Modularity? Describe with example.	5
	c	Where do we use Automation in our daily life? Explain with example.	5
	d	What do you mean by Numerical Representation? Explain.	5
3.	a	What is New Media money? Describe in terms of UPI payment system.	10
	b	Discuss any two schemes of the Government which are directly connected to New Media.	10
4.	Write short notes on the following.		
	a	Influence of GPS in small businesses.	5
	b	Sports as business in the New Media era.	5
	c	Election campaigning and New Media.	5
	d	YouTube as alternative career	5

5	Discuss the following statement.		
	a	Internet provides freedom of expression.	8
	b	AI may kill creative career path.	6
	c	Benefit of marketing through social media.	6
6	a	What is New Media Art? Describe in detail with examples.	10
	b	Digital cinema technology change the way of cinema viewing experience. Explain with your own experience.	10
7	a	Why New Media is called dynamic and interactive? Discuss with five key justifications.	10
	b	List out five new media gadgets and explain any one gadget among them.	10

