

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

2023

**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	New media technologies are constantly evolving. When TV was introduced in the early 1950s in the American market it was one of the most admired technology product. But now this product evolved into a whole new dimension. Describe how TV viewing has changed in the recent times with the evolution of internet technology.	10
	b	OTT platform is one of the most popular media now-a-days for TV viewers. Discuss about its good and bad influence on our society.	10
2.	a	List out the five principles of New Media.	5
	b	What is transcoding? Describe with examples.	5
	c	Where do we use Automation in our daily life? Explain with example.	5
	d	Modularity makes New Media data flexible. Explain.	5
3.	a	What is New Media money? Describe in terms of UPI payment system.	10
	b	How virtual money is changing the scenario of a country's economic progress? Discuss with some appropriate examples.	10
4.		Write short notes on the following.	
	a	GPS based businesses	5
	b	Electronic music industry	5
	c	Advantage of Drone technology	5
	d	Social media applications	5