



Derozio Memorial College
UGC Sponsored B.Voc in Broadcast Journalism
Semester -VI Examination, 2021
Paper – BCJGC12T (WEB TECHNOLOGY AND ONLINE NEWS PRESENTATION)



Time Allotted: 2 hours

Full Marks: 50

(The figures in the margin indicate full marks. Candidates should answer in their own words and adhere to the word limit as practicable.)

1. Answer in short on *any five* (05) of the following: -

5X2=10

- a) What is MoJo?
- b) What do you mean by 'Citizen Journalism'?
- c) What is Cyberspace?
- d) What do you mean by 'IP Address'?
- e) What is Storytelling?
- f) What do you mean by 'Vlog'?
- g) What is the full form of 'SEO'?
- h) What is web caching?

2. Write short notes on *any two* (02) of the following: -

2X5=10

- a) Main characteristics of New Media
- b) Internet as a medium of storytelling
- c) Facebook and Twitter
- d) Podcast
- e) CAR

3. Answer any *three* (3) of the following: -

3x10=30

- a) "Hypertext is not only a text with links...." Discuss.
- b) "The phenomenon of blogging will provide the next big challenge to redefine print journalism". Explain.
- c) Explain the basic principles of writing for web.
- d) What is search engine? How one can optimize search engine?
- e) Comment on the scope of new communication media in a developing country like India.
- f) Discuss the impact of mobile journalism.
- g) What is World Wide Web? What is web page? Please explain the work of domain for web browsing?

N.B.: Students have to complete submission of their Answer Scripts through E-mail to their own respective college on the same day / date of examination within 1 hour after the end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.

E-mail ID for the respective B.Voc Courses:

- ***dmcbvoc.bcj@gmail.com (Broadcast Journalism),***
 - ***dmcbvoc.pbp@gmail.com (Printing and Book Publishing),***
 - ***dmcbvoc.pr@gmail.com (Public Relations).***
-