

QP Code : U24A048

Reg. No : .....

Name : .....

**ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20**

**I SEMESTER B.A./B.Sc./B.Com/BSW (FYUGP) DEGREE EXAMINATION,  
November 2024**

**ENG1MN102 : The Language of Digital Space: English and New Media  
2024 Admission Onwards  
(Credits: 4)**

Time : 2 Hours

Maximum Marks : 70

**Section A**

*[Answer all. Each question carries 3 Marks] (Ceiling: 24 Marks)*

1. What is meant by interactivity? [BTL2]
2. Suggest two captivating titles for a food blog. [BTL2]
3. What is cyber bullying? [BTL2]
4. What is digital marketing? [BTL2]
5. What is meant by cyberspace? [BTL2]
6. What is media convergence? [BTL2]
7. What is meant by User Generated content? [BTL2]
8. What is meant by encryption? [BTL2]
9. Mention two online marketing strategies. [BTL2]
10. What is the concept of OTT platforms? [BTL2]

**Section B**

*[Answer all. Each question carries 6 Marks] (Ceiling: 36 Marks)*

11. Discuss some changes that New Media has brought in to our language. [BTL4]
12. What do you think is the impact of gaming on young minds, briefly explain. [BTL4]
13. Discuss the impact of excessive use of online platforms on people's social life, productivity, and mental health. [BTL4]
14. Discuss three methods of digital marketing. [BTL4]
15. Discuss instances of piracy on various online platforms. [BTL4]
16. How does New Media ensure interactivity for its users? [BTL4]
17. Discuss the stages of independent publishing on Amazon Kindle Direct Publishing. [BTL4]
18. Do you think the contemporary generation is obsessed with celebrity culture? Share your opinions. [BTL4]

**Turn Over**

**Section C**

*[Answer ANY ONE. Each question carries 10 Marks] (1x10=10 Marks)*

19. What are different kinds of digital marketing? Elaborate.

[BTL5]

20. Discuss the fundamental principles of online security.

[BTL5]

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