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MNM-011

**POST GRADUATE DIPLOMA IN
DIGITAL MEDIA (PGDIDM)**

Term-End Examination

June, 2025

MNM-011 : UNDERSTANDING DIGITAL MEDIA

Time : 2 Hours

Maximum Marks : 50

Note : (i) *There are three Parts in this question paper.*

(ii) *Distribution of marks are given in respective parts.*

Part—A

Note : Write short notes on any *five* of the following in about **100** words each.

5×2=10

1. Asynchronous Communication
2. Virtual Communities

3. Actor Network Theory
4. Creative commons
5. Cybersecurity
6. Digital Addiction
7. Alternative Media

Part—B

Note : Answer any *four* questions in about
250 words each. 4×5=20

8. Explain with examples, the term 'Prosemeds'.
9. Citing Indian examples, give a brief account of the role of digital media in empowerment.
10. Explain how to identify fake news.
11. Describe various social media marketing strategies.
12. Write a note on regional languages in online media.
13. Discuss the role and responsibility of TRAI.

Part—C

Note : Answer any *two* questions in about
500 words each. 2×10=20

14. Discuss the impact of mobile revolution in Indian context.

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15. What role does the digital media play in the empowerment of people ?
16. Discuss the leakages between democracy and digital media.

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