

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF ARTS JOURNALISM AND**  
**MASS COMMUNICATION (BAJMC)**  
**EXAMINATION: DECEMBER - 2022**  
**FOURTH SEMESTER**  
**Sub: Online Journalism (BAJMC -19-4005)**

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**Date : 23/12/2022**

**Total Marks : 40**

**Time: 10.00 am to 12.00 pm**

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***Instruction:***

*All questions are compulsory.*

- Q. 1. Descriptive Answer (Any Two) (20)**
1. What is citizen Journalism? Explain the concept with example.
  2. State 5 strengths and 5 weaknesses of digital media in detail.
  3. Write all tips which is important in online content writing.
- Q. 2. Write short notes. (Any Two) (10)**
1. SEO
  2. Hyperlink
  3. Advantage of web portals
- Q.3 Open Ended Question ( any One) (10)**
1. Write a online feature based on any topic using all the using all the do's of online writing.
  2. Discuss major ethical concern in online Journalism.
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