

TILAK MAHARASHTRA VIDYAPEETH, PUNE
B.A. IN JOURNALISM & MASS COMMUNICATION
EXAMINATION: DECEMBER - 2023
THIRD SEMESTER
Sub: Online Media (BAJMC 22-3001)

Date: 12/12/2023

Total Marks : 40

Time: 10.00 am to 12.00 pm

Instruction:

All questions are compulsory.

Q. 1. Descriptive Answer (Any Two) (20)

- 1) What is SEO? Explain the features of SEO.
- 2) What are the advantages and disadvantages of Online Journalism?
- 3) What are the functions of a content writer?

Q. 2. Write short notes. (Any Two) (10)

- 1) Podcasting
- 2) IT ACT of 2000
- 3) Online media and traditional media

Q. 3. Open Ended Question (10)

Explain the impact of social media with reference to use of social media in every sector of the society (For Eg: Political campaigns, film publicity etc).
