



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Re-accredited (2nd Cycle) by NAAC with Grade “A”, CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

Paper Title: New Media

Paper Code: BVC1221

Time: 2 hrs

Max Marks: 60

PART A - (4X15=60)

Explain any four questions in your own words. Minimum 500 words mandatory for each question.

1. Elaborate “New Media”
2. Which social media portals are currently being used to the greatest extent in business, for example in internet marketing, in order to present the offer of products and services, present the mission and perspectives of the company's development, improve the company's brand image?
3. List the advantages and disadvantages of the new media.
4. Internet is heterogenic. State the potentials and limitations of internet in the scenario of globalization?
5. “Digital technology has brought a dynamic change in our lives”. Discuss how?
6. How does latest mobile phone technology help in decreasing digital divide in India?