

FINAL
Examination Paper

(COVER PAGE)

Session : August 2019

Programme : Diploma In Mass Communication (DMCN)

Course : COM2131: Digital Media Communication

Date of Examination : 12 December, 2019 (Thursday)

Time : 5.00pm – 7.00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

SECTION A: Answer any **THREE (3)** questions in the answer booklet provided.

SECTION B: Answer any **TWO (2)** questions in the answer booklet provided.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Esaline Marie Spykerman and Rafidahtul Binti Abdul Rahim

Moderator : Dr. Manimegalai Ambikapathy

This paper consists of 3 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM2131: DIGITAL MEDIA COMMUNICATION
FINAL EXAMINATION: AUGUST 2019 SESSION

Section A

Instruction: Answer any **THREE (3)** questions out of five (5) questions in the answer booklet provided. All questions carry equal marks (**20 marks per question**).

Question 1

(a) Television is one of the traditional media that are still relevant nowadays. List **FIVE (5)** advantages and **FIVE (5)** disadvantages of television. (10 marks)

(b) List **FIVE (5)** characteristic of New Media. (10 marks)

(Total: 20 marks)

Question 2

(a) Define the term Network. (3 marks)

(b) Explain the following terms: (12 marks)

- i. Sneakernet
- ii. Computer peripheral devices
- iii. SaaS
- iv. LAN
- v. MAN
- vi. WAN

(c) List the **FIVE (5)** Internet protocol stack. (5 marks)

(Total: 20 marks)

Question 3

- (a) Identify the **FOUR (4)** main types of media convergence. (8 marks)
- (b) Explain the **FOUR (4)** main types of media convergence. (12 marks)
- (Total: 20 marks)**

Question 4

- (a) List **FIVE (5)** uses of Big Data Analytics. (10 marks)
- (b) State and discuss the **THREE (3)** characteristics of Big Data. (10 marks)
- (Total: 20 marks)**

Question 5

- (a) Discuss with examples the **FIVE (5)** technology advancements because of globalization. (10 marks)
- (b) Explain the **FOUR (4)** challenges of network culture imposed on digital divide. (10 marks)
- (Total: 20 marks)**

Section B

Instruction: Answer any **TWO (2)** questions out of three (3) questions in the answer booklet provided. All questions carry equal marks (**20 marks per question**).

Question 1

List and explain with examples the **FIVE (5)** benefits of Big Data.

(20 marks)

Question 2

Convergence of media content and technology has forever changed our relationship with media.

State and discuss the **THREE (3)** impacts of media convergence and mobile media. Support your answers with examples.

(20 marks)

Question 3

Social media are digital media platforms that engage users to create content, add comments, and interact with others. European researchers Andreas M. Kaplan and Michael Haenlein identified six categories of social media on the Internet: blogs, collaborative projects, content communities, social networking sites, virtual game worlds, and virtual social worlds.

Discuss **FIVE (5)** advantages of using social media and **FIVE (5)** disadvantages of social media.

(20 marks)

-THE END-

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