

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 2272

G

Unique Paper Code : 2035002002

Name of the Paper : Digital Communication - II

Name of the Course : Common Prog Group

Semester : III

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

SECTION - A

Attempt **ANY three** from the section. Each question carries **ten** marks.

1. Write short notes on any **two** of the following :
(2×5)
 - (a) Difference between Blog and Podcast.
 - (b) Advantages of videoconferencing.
 - (c) Significance of being clear, concise, and courteous in digital communication.

P.T.O.

2. As the content manager of the website of a leading electronics brand you are responsible for dealing with feedback. A client has received a washing machine that is not working. He has written a strongly worded email to express his dissatisfaction. Draft an appropriate response as an email to satisfy the customer.
3. Define a podcast. Pick a podcast of your choice and summarize its creative content, style of conversation and target audience.
4. Critically analyse the following message and make at least two comments on the message from the perspective of tone and principles of communication. Also rewrite/reword the message with the appropriate changes in tone.

Dear Parents,

It has come to my attention that you have not paid tuition fees for the past three months. I condemn this irresponsible attitude. You should be careful with the deadlines. If you do not pay the fees immediately your ward will be suspended without further notice.

Principal, ABC School

5. Enumerate two ways to make digital platforms inclusive. Discuss with reference to any one social networking site of your choice.

SECTION - B

Attempt ANY three from the section. Each question carries twenty marks.

6. As the founder of a Montessori based learning play school, design an institutional website for your school, sharing with the audience your story, your vision, and other relevant information pertaining to admission, fee structure, etc.
7. Blogs are popular channels to voice one's opinions about various issues. Write a blog entry expressing your opinion on how the pollution levels in Delhi have impacted the health and productivity of the citizens of Delhi. Also share how the hazardous levels of AQI have made you reconsider your plans of staying in Delhi.
8. What are the steps involved in the creation of a podcast? Produce a podcast in which students chat about anything that they are interested in: sports, food, music or gaming.

9. 'Web accessibility enables people with disabilities to perceive, understand, navigate, interact with, and contribute to the web'. Keeping this in mind enumerate at least three ways in which equal accessibility is denied to differently-abled web users. Discuss with examples.
10. You are the President of the organising committee of inter-class Debate event at your college. You are inviting registrations and hope to create a buzz around it. For this, you need to draft the following :
- (a) Write a brief of not more than 70 words to fit a twitter post (X) announcing the event and asking for enthusiastic participation from all students.
- (b) Write a press release for your college news bulletin announcing the details of the event, rules of participation, eligibility, prizes and the process of registration along with important dates (Not more than 400-500 words).