

[This question paper contains 4 printed pages.]

Your Roll No.....

H

Sr. No. of Question Paper : 5922

Unique Paper Code : 2035002002

Name of the Paper : DIGITAL
COMMUNICATION – II

Name of the Course : COMMON PROG GROUP:
G.E. – English

Semester : IV

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 10 marks.

1. Write short notes on any two of the following :

(2×5)

P.T.O

(a) Podcast

(b) Correctness as a principle of communication

(c) Blog writing v/s Diary' writing

2. What are the do's and don'ts of video conferencing etiquette? Illustrate with examples.

3. Email continues to be the most vital medium of written communication in professional set up. List three email etiquettes for its effective use in an official context.

4. Critically analyse the following message and make at least three comments on the message from the perspective of tone and principles of communication:

Hey Sarah,

Just wanted to let you know theres a super important metting (meeting) tommorow at 2pm to go over the clinets (client's) contract.

Make sure you can make it as ware finalizing die details and you need to bring the latest edits.

See you then!

Best,

David

5. Whatsapp relies heavily on non-verbal elements of communication such as emojis, gifs etc. Discuss.

SECTION – B

Attempt ANY three from the section.

Each question carries 20 marks.

6. Imagine you are Aditi/Aditya. You are running for the post of the President of your college and are writing for your Campaign Website. Design the content including details like who you are and why you are the best candidate for the position. Clearly outline the issues you care about and the changes you want to make. Include a headline and a catchy slogan for your campaign.
7. Create a blogpost on the topic of the centrality and relevance of digital technology in our everyday lives.
8. You have recently started a travel storytelling podcast as a young millennial exploring different parts of the world. Write a podcast script narrating your travel experiences and providing vivid descriptions of the places you have visited .

9. The National Sendee Scheme unit (NSS) of your college is organising a blood donation camp, in collaboration with Blood Connect, a youth NGO working on donation at the grassroots level.

- Draft a press release for your college news bulletin documenting the details of the event, registration process, medical requirement etc.
- Draft a Facebook post with appropriate hashtags encouraging students to participate in the noble cause of blood donation in large numbers.

10. *How can digital technologies be a facilitator for social inclusions? Discuss with examples.*