

<b>Name:</b>	 <b>UPES</b> UNIVERSITY WITH A PURPOSE
<b>Enrolment No:</b>	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**Online End Semester Examination, January 2021**

**Course: New Media and Corporate Communication**  
**Program: BBA Event, PR & Corporate Communication**  
**Course Code: SOMM1001**

**Semester: I**  
**Time 03 hrs.**  
**Max. Marks: 100**

**SECTION A**

- 1. Each Question will carry 5 Marks**
- 2. Instruction: Complete the statement / Select the correct answer(s)**

S. No.	Question	CO
Q 1	_____, _____, _____, _____ & _____ are ways of improving your writing techniques	<b>CO3</b>
Q2	The four elements that define Organizational Behavior are _____, _____, _____, _____	<b>CO4</b>
Q3	As a food entrepreneur in New Delhi India, how would I help shape up economic development in my region 1) _____ 2) _____ 3) _____ 4) _____ 5) _____	<b>CO3</b>
Q4	Ethics in Journalism is related to legality, regulation & law. What else does it talk about? _____, _____, _____, _____ & _____	<b>CO2</b>
Q5	With the advent of New Media, Development communication often addresses concerns in the digital space. These could be _____, _____, _____, _____ or _____	<b>CO1</b>
Q6	A multimedia system has four basic characteristics, these are _____, _____, _____, _____	<b>CO3</b>

**SECTION B**

- 1. Each question will carry 10 marks**
- 2. Instruction: Write short / brief notes**

Q 1	What is the difference between New Media, Digital Media & Social Media? Explain how New Media has transformed with regards to a) Media Interactivity and b) As opposed to Analogue communication	<b>CO1</b>
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Q 2	When we think of Participatory Culture, there are certain implications it may have in relation to service and entrepreneurship. Think about these using the advantages and disadvantages of this concept devised by Henry Jenkins.	CO1
Q 3	Briefly explain, any two of the below mentioned ideas in Organizational Behavior: <ul style="list-style-type: none"> <li>- Personality</li> <li>- Individual Behavior</li> <li>- Motivation</li> <li>- Learning</li> <li>- Attitude</li> </ul>	CO2
Q 4	Explain the three types of Corporate Communication. Which according to you is the most important and why?	CO3
Q 5	‘Development communication is fundamental in making people learn about issues and make their voices heard’. Elaborate the statement giving examples from a new media platform, which according to you applies the concept of Development communication very well.  OR  What has been the role of various forms of mediums in understanding development communication in their own ways?	CO2
<b>Section C</b>		
<b>1. Each Question carries 20 Marks.</b> <b>2. Instruction: Write long answer.</b>		
Q1	Persuasive writing in drafting business messages is key to getting your idea across. a) What are some of the key things to keep in mind while drafting a business email? b) Formulate a draft email to your boss detailing that you have a problem with your colleague and you wish to resolve the same under his guidance.	CO2