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- Section 2: Department Societies - Introduce the departmental societies and concisely state the goals and objectives.
9. You are the community manager for the official university Facebook page. A post about a new student fee has generated significant negative feedback, including several highly disrespectful comments and a few that border on obscenities. Draft a code of conduct for interaction on the facebook page to inclusive and respectful participation.
10. Your departmental society is launching a new academic journal, "The Undergraduate Review," to publish student research papers, and you need to recruit high-quality submissions and peer reviewers:
- (i) Compose a brief X post announcing the launch of the journal and encouraging students to submit their research papers.
 - (ii) Draft a press release for the journal's launch. Include details like the journal's mission, the type of submissions accepted, key benefits for students (e.g., CV boost), and the submission process/deadline. Keep it under 500 words.

(2500)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 12593 K

Unique Paper Code : 2035002002

Name of the Paper : Digital Communication II

Name of the Course : Common Programme 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.
2. The questions are in **two** parts, **A** and **B**, both which are compulsory. Students will attempt any **THREE** questions from each part.

PART-A

Attempt **ANY THREE** from this part. Each question carries **Ten** marks.

1. Write short notes on any **two** of the following :
(2×5)
 - (a) Website
 - (b) Podcast
 - (c) Press Briefs

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2. What is netiquette? List three essential etiquette rules for participation in a formal professional video conference.
3. Define the concept of inclusive and integrated participation in online spaces. Provide three strategies for addressing the needs of persons with disabilities in digital communication.
4. Critically analyse the following email and make three observations about the message from the perspective of the principles of communication :

Subject: Need My Grade Fixed ASAP

Hey Prof,

I just saw my grade, and it's WAY lower than I expected. I worked really hard, so there's no way I deserve this. Can you change it? I need at least an A or B to keep my GPA up. Also, I don't think the exam was fair—some of the questions weren't even in the notes.

Fix this ASAP, please. Let me know when it's done.

Thanks,

Lal



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5. What do you mean by persona-continuity in digital communication? Discuss three ways in which it can be achieved across platforms (e.g., across LinkedIn, Twitter, and a personal blog).

PART – B

Attempt **ANY THREE** from this part section. Each question carries **twenty** marks.

6. Analyze and identify three psychological impacts of constant connectivity leading to information overload and digital fatigue. What three concrete, actionable measures can be adopted by either individuals or organizations to proactively enhance well-being and mitigate these negative effects?
7. Reels have rapidly become a potent medium for visual storytelling. Write a blog post explaining three specific communication strategies that creators must adopt for short-form video, and analyze how these differ significantly from the approach used in traditional long-form video.
8. Develop a 2-part content block for a college department's 'About Us' webpage:
 - Section 1: Department Overview - State the department's mission, values and offerings.

P.T.O.