22 MCQ’s

5 subjective Question

what are the characteristics of innovation. 3 marks

what are the potentials of internet. (3

Differentiate between analogue of digital signals (3

What do you know about online advertising. (5

How to links the fast upload websites(5

MCQ’s for midterm

1.Online advertising can be divided in to category named as,,,,(lagtimate and illagimate)

2,Active, participatory citizenship is the(Potential of the Internet)

3. Which of the following category of advertising can be found in the form of advertising networks and opt-in e-mail advertising?(Legitimate advertising)

4.Which one of the following characteristic of online journalism allows online journalist to include text and graphics, sound, music, motion video, animation and 3D?,

...(.multimediatly)

5.A news story is connected to other stories, archives, resources and so on through by which of the given?(Hyperlinks)

6.The ARPANet was a project funded primarily by U.S. military sources from which of the following department?.., Defence

7. Which of the following is NOT refers to characteristics of the internet?... Inaccuracy

8.These are the characteristics of the innovation, Except:…(Innovativeness

9.These are the characteristics of Individual in diffusion, Except:.. (compatibility

10.Online advertising has the capability to reach _____ at a fast rate.(Golbal audience

11.Which of the following type of advertising is carried out in the online environment? (Online advirtisng

12)When Internet was first conceived by the Advanced Research Projects Agency (ARPA) of the United States government?...(.1969

13)The statement, “The Net’s big strength is direct response advertising where direct response leverages the Internet’s unique opportunity for two way communication with consumers. Placing advertising in this environment will grants advertises unique opportunity for in the element of interactivity” is stated by:…. (Strauss and Frost

14)Who wrote a comprehensive book on “Diffusion of Innovation”? (Everett Rogers

15)Online journalism is the place, where television, radio, and the new media forms of the _____ collide. (Internet

16.The _____ allows news and information to move at tremendous dispatch, limited only by the speed of the electron or electromagnetic wave…internet

Open-source journalism makes news stories available to online communities for _____ before its final publication. Scrutiny

17)Through which of the following, news web sites provide its users the facility to subscribe for news alerts, breaking news and updates?(SMS

18)There are computers with all kinds of resolution and range from 640 x 480 to _(1024 x 768

19)Set of photos that are displayed in a sequence usually with no preview of upcoming photos refers to which of the following: (silde show

20)Larger blocks of text make reading on screens very… (Diffcult

21)Let your information be accessible from which parts of the site for effective web design? Navigation

22)Writing for the Web should be a cross between broadcasting and,, print media

23)Which of the following is true about the relation between reader and online journalist?(Dynamic) doubted ans

24)The designs should be optimized for the web and should not take more than _____ time to load. (15 sec

25)How many types of main contents used in web resource designing? Four

26)RSS stands for: (Real Software Syndication

27)In audios the sound plays once and does not repeat automatically on the computers refers to:
28)Which of the following is related to the user's 'control over content'?(interactivity

29)The job of designer is to design your site for all _resolation (

30)All of the following are included in the content of web resource designing, Except: (navigation

32)Which type of text content makes the writer work harder but the reader can read the content easily?..active verbs

33)For successful navigation design, it's important to consider the _____ as well in the graphical environment of the web…(interface

34)Which of the following is the foundation for great web design?.. (Information architecture

35)Cyberspace belongs to whom? reader

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