

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

THIRD SEMESTER – NOVEMBER 2022

PDJ 3001 – DIGITAL COMMUNICATION SKILLS

Date: 25-11-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A

Answer ALL the Questions

Define the following

(10 x 2 = 20 Marks)

1. Online communication
2. Customer relationship management
3. E-magazines
4. Email campaign
5. Cloud technology
6. Twitter
7. Instagram
8. LinkedIn
9. Marketing and communication
10. Facebook

SECTION B

Answer any FIVE of the following in 150 words

(5 x 8 = 40 Marks)

11. List out the most important email etiquette rules.
12. Suggest strategies for conducting an effective email campaign.
13. Explain any four important features of Adobe Photoshop.
14. How would you use LinkedIn for your professional development?
15. What are the benefits of being an active member of the online community?
16. Discuss the advantages of video conferencing.
17. Why are most businesses moving to the cloud today?

SECTION C

Answer any TWO of the following in 250 words

(2 x 20 = 40 Marks)

18. Why are digital communication skills essential to a student of digital journalism? Discuss in detail.
19. Explain the various features of the social media platforms - Instagram, Facebook, and Twitter. Suggest suitable strategies to become successful users of the platforms.
20. Discuss the importance and impact of Customer Relationship Management.

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