



# Birla Institute of Technology & Science, Pilani Pilani Campus

GS F342 Computer Mediated Communication (Regular) 14/03/2023  
MID SEM EXAM    CLOSED BOOK    30 Marks    90 Minutes

## **Instructions:**

- Start each question from a new page.*
- Answer all parts of a question together in sequence.*
- Write legibly and neatly.*
- Irrelevant answers may attract penalty.*

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Q.1. Trace the evolution of Computer-Mediated Communication over the last three decades clearly explaining and demarcating the different phases of evolution. Exemplify your arguments to substantiate. [8 M]

Q.2. Define Virtual Communities as per Rheingold. Why are online communities important? Enumerate and explain the determinants of success of the essential elements of online communities. [8 M]

Q.3. How do the anonymous and pseudonymous features of Computer-Mediated Communication help or not help to mitigate the gender differences in the use of online engagement? Provide suitable examples to substantiate. [7 M]

Q.4. "Information, interactivity and Sociability are very cohesively related." Explain the statement with the help of an illustration and examples. [7 M]

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