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Discuss the strategies that can be employed by governmental bodies to optimize the use of social media for governance feedback and redressal. Provide case studies or examples.

6. What is Artificial Intelligence? How do social media and artificial intelligence (AI) intertwine, and what ethical and regulatory challenges arise from this interaction?

Or

In the era of digital communication what is the significance of digital media ethics code? Elaborate on the key elements of digital media ethics?

7. What is digital divide and how might it affect politics in India? Support your answer with examples.

Or

Is social media used as a tool of advancement of democracy in India? Explain with case study.

(700)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5717

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Unique Paper Code : 2034001218

Name of the Paper : Social Media Governance

Name of the Course : **GE : English**

Semester : IV

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. This question paper contains 2 parts. **Both** parts are compulsory.
3. Candidates have to answer **ALL** the questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry 10 marks each and questions in **Part B** carry 20 marks each.

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PART A

Answer all the questions in Part A. (3×10=30)

1. What do you understand by Governance Transparency?
Discuss the role of social media in promoting it.

Or

What strategies can organizations employ to effectively manage their online reputation and shape social perception?

2. Describe how social media serves as an advantageous medium for health communication. Site case studies to justify your answer.

Or

How effective is social media as a tool to deal with crisis management. Explain with example.

3. What are the key ethical and regulatory challenges posed by social media platforms. Analyse.

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How should policy makers and social media platforms address hate speech on social media to protect users while promoting freedom of expression.

PART B

Answer any THREE questions. (3×20=60)

4. How is social media a boon in business and government sector. Explain its benefits and impact with case study.

Or

Propose a strategic framework for a developing nation's government social media use, outlining specific goals, strategies to achieve these goals and criteria for assessing success. Emphasize the potential challenges it could encounter.

5. How can businesses effectively leverage social media platforms to enhance their branding and establish a stronger connection with their target audience? Elaborate with some examples.

Or

P.T.O.