

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3451

I

Unique Paper Code : 6294001001

Name of the Paper : Social Media

Name of the Course : **B.A. (Hons.) Multi Media
and Mass Communication**

Semester : I (GEC)

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. Attempt any **five** questions. **All** questions carry equal marks i.e. **18** marks each.

1. How does social media function in society? Explain its merits and demerits.

P.T.O.

2. What are the differences between Web 1.0, Web 2.0, and Web 3.0 ?
3. What is a blog ? Explain the history of blogging.
4. What is social media branding ? Explain in detail.
5. How does the digital space encourage cybercrime ? Support your answer with a suitable example.
6. Define social media and list the types of social media with examples.
7. Write short notes on **any two** of the following :
 - (a) Digital divide
 - (b) Social media Ethics
 - (c) Social media and marketing
8. Discuss the different platforms available for citizen journalism. How can citizen journalism support mainstream media?