

4958

4

OR

How does social media impact governance? Explain giving suitable examples on the demand and supply issues related to governance.

7. Analyse the impact of automation tools like AI and bots in information dissemination. What are the key ethical challenges of using social media for governments?

OR

The intersection of propaganda, political polarization, and social media raises a myriad of ethical and regulatory challenges. Discuss.

(200)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 4958

J

Unique Paper Code : 2034001218

Name of the Paper : Social Media and Governance

Name of the Course : GE : Journalism

Semester : II/IV/VI

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.

P.T.O.

4958

2

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

1. What do you understand by social media? Describe the characteristics of social media.

OR

What do you understand by Social-media-based governance? Describe the components of social-media-based governance.

2. Transparency in governance can happen only if there is an open government. Discuss by examining the components of an open government.

OR

What role does Social Media play in promoting governance transparency?

3. Discuss how social media can influence and shape public perceptions. Give suitable case studies to explain the same.

OR

Describe the branding strategy of any company that has effectively leveraged social media to establish a unique brand identity.

4958

3

PART B :- Answer any THREE questions
(3×20=60 marks)

4. What are the steps to keep in mind for a successful social media campaign? Discuss a social media campaign of the government.

OR

How has social media transformed public health communication in recent years? Illustrate your answer citing examples of successful health campaigns.

5. Discuss the key benefits of conducting political campaigns through social media by providing suitable case studies from elections held in recent times.

OR

Explain how social media can be used as a tool for influencing public and social perception. Discuss the strategies that can be implemented by both business and government entities to manage their online reputation.

6. Describe the different kinds of crises that could unfold for governments and organizations? Discuss giving relevant case studies to explain how governments/ organizations have effectively used social media in crisis management.

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