

5. Examine the role of social media in crisis management by an organization. How can it be effectively used to communicate, respond, and build trust during emergencies? Support your answer with relevant case studies.

OR

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

6. Analyse the impact of automation tools like AI and bots in information dissemination. What ethical and regulatory concerns do they raise in the context of governance?

OR

What do you understand by Digital Media Code of Ethics? How does it seek to regulate digital content and discuss its implications?

7. What is participatory democracy? Discuss about community engagement on social media as an essential component of democracy.

OR

Discuss the Social Media Framework & Guidelines for Government Organisations.

(100)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 4482

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.

**Part A - Answer all the questions in Part A
(3x10=30 marks)**

1. Discuss the key elements of communication through social media for effective governance. What are the benefits it provides to a democratic form of government?

OR

What is social media? How does it contribute in governance transparency?

2. Evaluate the role of outreach programmes in ensuring the success of a virtual campaign. Describe some effective outreach activities that can be implemented to enhance public engagement.

OR

Describe the strategies an organization can adopt to achieve successful branding on social media. Support your answer with an example of a company that has effectively leveraged social media to establish a unique brand identity.

3. How do misinformation and fake news on social media platforms impact political discourse and erode public trust in governance?

OR

Write short notes on any TWO of the following:

- (a) Data mining
- (b) Propaganda and political polarization on social media
- (c) Online hate speech
- (d) Echo chambers

**PART B-Answer any THREE questions
(3x20=60 marks)**

4. Critically analyse how social media is used by governments and political actors to influence public perception and shape social or political opinion. Discuss by citing relevant examples or case studies.

OR

Examine how governments and businesses develop social media goals and strategies. Using an example of a government public policy campaign of your choice, formulate specific objectives for its dissemination through social media.