

This question paper contains 2 printed pages

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S. No. of Question Paper : 12786

Unique Paper Code : 6294001001

Name of the Paper : Social Media

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

Type of the Paper : GEC

Semester : I

Duration : 3 Hours

Maximum Marks : 90

(Write your Roll No. on the top immediately on receipt of this question paper.)

Attempt any five questions.

All questions carry equal marks i.e. 18 marks each.

1. How does citizen journalism support mainstream media ? Explain with suitable examples.
2. Describe the evolution of the Internet and the web from Web 1.0 to Web 3.0.
3. What is the history of blogging ? Provide an evaluation.
4. Explain with examples, how social media has contributed to the success of mass movements.

P.T.O.

5. Discuss the increasing influence of social media in today's era of the information revolution.
6. "Social media plays a significant role in strengthening democracy." Present your views in light of this statement.
7. Write short notes on any *three* of the following :
 - (a) Cyber Crime
 - (b) Facebook
 - (c) Digital Divide
 - (d) Vlogging.
8. Does Social Media influence public opinion ? Write your answer with a suitable example.