

Evaluate the methods of social media audience measurement and discuss how they influence marketing decisions, supported by examples or case studies.

7. "Social media has transformed communication, journalism, and marketing into an integrated digital ecosystem." Discuss this statement with examples across different domains.

Or

Evaluate the future of social media communication in the context of emerging technologies like AI and algorithm-driven platforms with contemporary examples.

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1044

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Unique Paper Code : 2032183601

Name of the Paper : Social Media and
Communication

Name of the Course : **Bachelor of Arts (Honours
Course) Journalism – DSC**

Semester : 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.

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Part A

1. Explain how virtual identity is constructed and presented online.

Or

Discuss the key features of social media as a communication tool. Analyze your own social media usage and identify 3 most useful tools.

2. What is the relevance of participatory culture in social media? Discuss

Or

Explain how social media platforms act as a source of news and a feedback mechanism.

3. Examine the impact of social media on public opinion formation with relevant examples.

Or

Write a short note on the emerging issues of privacy and data security in social media.

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Part B

4. Discuss the evolution and rise of social media from a historical perspective. Support your answer with relevant examples in the context of changing communication patterns.

Or

Critically examine the nature of types of social media users and its impact on human interaction, with suitable examples.

5. Explain the role of social media in journalism with a special focus on feedback culture and sharing practices. Illustrate your answer with examples.

Or

Analyze social media activism. Discuss its role in shaping public discourse and cultural polarization with relevant case studies.

6. Discuss the concept of social media marketing and explain key strategies and technologies used by organizations in real world.

Or

P.T.O.