

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5369

L

Unique Paper Code : 2034001218

Name of the Paper : Social Media and Governance

Name of the Course : **B.A. (Hons) Journalism GE**

Semester : VIII

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 ANY THREE 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.

Part A

Q1: Discuss how proactive dissemination of information through websites and social media reduces misinformation, giving suitable examples

Or

Explain the role of government portals, open data initiatives, and press briefings in ensuring transparency.

Q2: Explain the political campaign benefits of direct communication and targeted advertising.

Or

Write a short note on the success metrics and duration of virtual campaigns.

Q3: Explain the ethical challenges of algorithmic bias and commercialization on social media?

P.T.O.

Or

Discuss the importance for audience engagement and building partnerships in virtual campaigns.

Part B

Q4: Discuss online harassment, cyberbullying, and content moderation as ethical challenges.

Or

Explain Web 2.0 and its significance for social media infrastructure.

Q5: "Transparency and Engagement are foundational to trust in governance." Discuss with examples.

Or

Examine the importance of social media in designing and implementing communication strategies for governance.

Q6: Discuss the advantages of virtual political campaigns and analyse the success of any virtual campaign.

Or

Compare and contrast the opportunities and challenges of using social media for governance in business and government sectors.

Q7: Explain the role of social media in health communication, governance, feedback and grievance redressal. Give examples to support your answer

Or

What are the key regulatory challenges in social media? Discuss jurisdictional complexity, data privacy, and election integrity.