

This question paper contains **3** printed pages]

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S. No. of Question Paper : **6387**

Unique Paper Code : **2034001218**

Name of the Paper : **Social Media and Governance (GE)**

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

Semester : **VIII**

Duration : **3 Hours**

Maximum Marks : **90**

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

This question paper contains **2** parts. Both parts are compulsory.

Candidates have to answer any *three* questions in Part A and Part B.

Questions in Part A carry **10** marks each,

and questions in Part B carry **20** marks each.

Part A

1. Explain the key elements of governance through communication.

Or

Discuss how social media enhances democracy and citizen engagement.

P.T.O.

2. Write a short note on virtual campaigning and outreach strategies.

Or

Explain the role of social media in public policy dissemination.

3. What are the major concerns related to misinformation and fake news ?

Or

Discuss the challenges of online hate speech and political polarization.

Part B

4. Identify key elements required while designing a social media strategy for a government awareness campaign.

Or

Outline the steps involved in managing a social media crisis for a public institution.

5. Critically examine the role of social media in promoting transparency and accountability in governance.

Or

Discuss how businesses and governments use social media to influence public perception and build identity.

6. Analyse the use of social media in health communication campaigns with suitable examples.

Or

Discuss governance feedback and redressal mechanisms through digital platforms. Highlight opportunities and challenges.

7. Critically evaluate the ethical challenges posed by AI, bots and automated information dissemination.

Or

Discuss issues of data mining, privacy and surveillance in digital governance.