

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1680 **H**

Unique Paper Code : 11017610

Name of the Paper : Social Media and  
Communication

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

Semester : VI

Duration : 3 Hours Maximum Marks : 75

**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 15 marks each.

P.T.O.

## PART A

*Answer any THREE questions.*

*(3×10=30)*

1. Write a short note on Hyper-personal nature of social media and Virtual reality.
2. Discuss the evolution of social media in detail.
3. Write a short note on cultural polarisation.
4. Discuss any two important social media audience measurement tools. Give suitable examples.
5. What do you understand by counter-communities in social media? Discuss with examples.

**PART B**

*Answer any **THREE** questions.*

*(3×15=45)*

6. What are the opportunities and challenges of participatory culture with reference to social media communication?
7. With the coming of social media, how news consumption pattern has changed among audiences. Discuss in detail with examples.
8. How has the concept of activism evolved in cyberspace, and what role does social media play in facilitating or hindering digital activism movements?
9. What are social media marketing tools? How do they enhance the efficiency and effectiveness of digital marketing strategies?



10. What is social media trolling? Discuss it's impact on users in general.