

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1529 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. Define social media and discuss its fundamental characteristics, highlighting its nature in contemporary society.
2. Explain the principles and strategies of social media marketing, using a relevant case study to illustrate its effectiveness in achieving business objectives.
3. Write short notes on any **TWO** :
 - (a) Crowd sourcing
 - (b) Micro blogging
 - (c) Hash-tag activism
4. What do you understand by Social media ethics?
5. What are the emerging trends and potential developments shaping the future of social media?

PART B

Answer any THREE questions.

(3×15=45)

6. Examine the foundation concepts and prominent theories in social media studies, illustrating how they contribute to our comprehension of virtual engagements, user conduct, and cultural shifts within online environments.
7. How does social media serve as a platform for providing social support? Discuss its applications and effectiveness giving suitable examples.
8. How does social media function as a news aggregator? Analyse its impact on the traditional news ecosystem.
9. Discuss the methods and metrics used for assessing audience interaction and the effectiveness of social media campaigns.

- 10 Explain the main negative consequences associated with social media usage, and how do these impact individuals and society as a whole.