

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 2061

F

Unique Paper Code : 2035001002

Name of the Paper : Digital Communication – I

Name of the Course : GE : English

Semester : II

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

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

SECTION – A

Attempt ANY **three** from the section. Each question carries ten marks.

1. Write short notes on any **two** of the following :
(2×5=10)
 - (a) Spam
 - (b) Influencers
 - (c) Blogs

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2. Personal and professional social media profiles differ from each other in content as well as style. List three such differences.
3. Write a short note on the significance of Keywords in a LinkedIn profile.
4. Expand any five of the following abbreviations commonly used on social media :

DM, FOMO, G2G, HTH, IKR, IMO, NVM
5. In the age of digital communication, hardcopy letters will become obsolete. Do you agree? Discuss with relevant reasons.

SECTION – B

Attempt ANY three from the section. Each question carries twenty marks.

6. You are organising a Literature Festival in your college. Draft the following messages in this regard. (Use formal and informal language appropriately).

- (a) Write a WhatsApp message to student presenters who are visiting your college to participate. Welcome them to your college. Give them the details of the venue of the Festival, their reporting time and the time allocated for each event.
- (b) Write a WhatsApp message for your own college students asking them to attend the Festival to be the audience. Tell them how their participation is going to help them. Give them the details of the Festival.
7. You are the president of the Book club of your college. Write an email to a famous writer who is popular among the youth, inviting him to inaugurate the Literature Festival that you are organising in your college.
8. You have a personal blog where you write about issues that are of concern to the youth. Write a blog, with appropriate hashtags, about the addictive nature of social media and suggest ways of overcoming it.
9. Use of LinkedIn has become a popular mode of online presence. Create a LinkedIn profile with the aim to connect with peers in your area of expertise. Write under the following headings: Summary/About, Experience, Education, Skills.

10. There are various kinds of vlogs - travel, educational, food, fashion, fitness, etc. If you were to create a vlog what kind would it be and why? Write a short script for the vlog of your choice.