PRN:		Course Code:	MCA122R

Second Year **SY.BA.JMC** End Semester Examination Summer 2023

Social Media

Day and Date: Tuesday, 20/06/2023 Max Marks: **100**

Time: 2.00 to 5.00 PM Duration: **03**hrs.

		Marks	Bloom's Level	CO
Q.1	**Attempt the following**			
a)	The history of world wide web how does the world wide web work?	08	1	1
b)	Explain The growth of social media in today's world with suitable examples?	08	1	1
	OR			
b)	Describe the ICT-scope and role?	08	1	1
Q.2	**Attempt the following**			
a)	What are the ethical issues in social media communication, explain it?	08	1	2
b)	Social Media as a new paradigm in digital era, Explain it?	08	1	2
	OR			
b)	Social media is playing a most important role in Entertainment? Explain it.	08	1	2
Q.3	**Attempt any two from the following**			
a)	Describe the Digital Library, write how it helps to connect with reader?	08	2	3
b)	What is social media? And it's features, merits and demerits?	08	2	3
c)	Media convergence is growing concept in media; Write your opinion in detail?	8	2	3
Q.4	**Attempt any two from the following**			
a)	Write in detail about the importance of social media being used by many political parties and the changing nature of communication?	08	3	4
b)	Describe the development of Facebook and Twitter.	08	3	4
c)	Explain about e-Governance, write how it helps to stay connect with government?	08	3	4
Q.5	**Attempt any Two of the following**			
a)	YouTube is a new form of social media for all. Elaborate its pros and cons in details	09	4	5
b)	Explain various social media types?	09	4	5
c)	Describe the how you promote your own business through social media?	09	4	5
Q.6	**Attempt any Two of the following**			
a)	Define the term cybercrime? Write about the cybercrime impact on common people?	09	5	6
b)	How the young people are affected by social media? Explain it?	09	5	6
c)	Describe the Information and Technology Act, 2000	09	5	6

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