Program:	**F.Y.B.Sc DS**	**Semester:** **I**	**Program Code:** **UGDS03**
Course:	**Social Media and Communication**		**Course Code:** **NUDS105**

Duration: 1 Hour **Examination Pattern:** NEP-Autonomous – External. **Max. Marks:** 30

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:

REGULAR

Q. 1		**Attempt any TWO of the following.**	[10]	CO's	KL's
	(a)	Define social media and write about its evolution from early social networking sites to modern social media platforms? Explain with suitable examples.		CO 1	L1
	(b)	Explain the evolution of social networking through Friendster and MySpace, highlighting their major features and contributions.		CO 1	L2
	(c)	Differentiate between Augmented Reality (AR) and Virtual Reality (VR). Explain their role as digital communication tools with suitable examples.		CO 4	L4
	(d)	Justify the role of social media in strengthening interpersonal communication with suitable examples.		CO 4	L5
Q. 2		**Attempt any TWO of the following.**	**[10]**	**CO's**	**KL's**
	(a)	State the key features of TikTok and explain the reasons for its ban in India.		CO 2	L1
	(b)	Explain the key features of Instagram and discuss its advantages and disadvantages with suitable examples.		CO 2	L2
	(c)	Evaluate the effectiveness of different monetization models used by digital platforms with suitable examples.		CO 3	L3
	(d)	Analyze the ethical and legal issues involved in the use of social media with suitable examples.		CO 3	L4
Q. 3		**Attempt any TWO of the following.**	**[10]**	**CO's**	**KL's**
	(a)	Describe the evolution of social networking through Friendster and Six Degree , highlighting their major features and contributions.		CO 1	L2
	(b)	Differentiate between Orkut and Facebook on the basis of their features, interface, and user experience.		CO 2	L4
	(c)	Justify the positive as well as negative impact of social media with suitable examples.		CO 4	L5
	(d)	Develop a digital communication strategy using both AR and VR to promote a new product.		CO 4	L6

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