Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

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**End Semester Examination – Nov/Dec – 2018**

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| **Sub. Code :** | **16VC3001** | **Duration :** | **3hrs** |
| **Name :** | **SOCIAL MEDIA AND COMMUNICATION** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | | **Marks** |
| 1. |  | Demarcate the following from each other in terms of their nature, channels, tools used. | |  |
| a. | Face-to-face communication. | | 5 |
| b. | Interpersonal communication. | | 5 |
| c. | Social communication. | | 5 |
| d. | Computer mediated communication. | | 5 |
| (OR) | | | | |
| 2. | a. | How do you define an information society? Narrate its characteristic features. | | 5 |
| b. | Distinguish it from agrarian and industrial societies. | | 5 |
| c. | Identify the role of new media in the development of an information society. | | 5 |
| d. | Summarise the features and tools of new media. | | 5 |
|  | | | | |
| 3. |  | Differentiate the following in terms of their nature, features, utility and scope. | |  |
| a. | SNS and Blogs, | | 5 |
| b. | Pintrest and Twitter. | | 5 |
| c. | Face book and Instagram. | | 5 |
| d. | FB Messenger and Whatsapp. | | 5 |
| (OR) | | | | |
| 4. | a. | Trace the evolution of new media to the present status. | | 5 |
| b. | Highlight the important milestones in the development of new media. | | 5 |
| c. | Describe the salient features of virtual societies of today. | | 5 |
| d. | Identify the most popular social media vehicles and activities involved in them. | | 5 |
|  | | | | |
| 5. | a. | Delineate the concept of technological determinism with an example. | | 5 |
| b. | It widens the gap between the haves and have nots. Comment. | | 5 |
| c. | It leads to imperialism in terms of developed countries having control over developing countries. Do you agree? Substantiate. | | 5 |
| d. | Appraise its influence on interpersonal communication of an individual. | | 5 |
| (OR) | | | | |
| 6. | a. | | Illustrate Everett Roger’s Innovation Diffusion model with a diagram. List its merits and limitations. | 5 |
| b. | | Elucidate the above theory with the example of mobile phone usage in India. | 5 |
| c. | | Examine the adaptabilityof the theoryto Indian consumer market. | 5 |
| d. | | Narrate the role of advertising in it. | 5 |
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|  |  | | Discuss in detail the following factors about the Indian social media users. |  |
| 7. | a. | | Demographic profile. | 5 |
| b. | | Social media usage pattern. | 5 |
| c. | | Motivation and gratifications sought, behind social media usage. | 5 |
| d. | | Factors affecting their health and mental well-being. | 5 |
| (OR) | | | | |
|  |  | Debate the influence of social media on youth with reference to their | |  |
| 8. | a. | Studies. | | 5 |
| b. | Beliefs regarding Indian cultural and traditional values such as marriage, joint family system and so on. | | 5 |
| c. | Modes of interpersonal communication. | | 5 |
| d. | Socialization process. | | 5 |
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|  | | **Compulsory**: | |  |
|  |  | Critically evaluate social media as a platform to | |  |
| 9. | a. | Construct a desired social identity. | | 5 |
| b. | Mobilize funds/people for social causes. | | 5 |
| c. | Create public opinion. | | 4 |
| d. | Propagate ideologies. | | 3 |
| e. | Spread gossips. | | 3 |