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

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

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| **Code:** | **17MC3015** | **Duration :** | **3hrs** |
| **Sub.Name:** | **SOCIAL MEDIA** | **Max. marks :** | **100** |

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

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| --- | --- | --- | --- | --- |
| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1 |  | Differentiate between modernism and Post Modernism with examples. | CO5 | 20 |
| (OR) | | | | |
| 2. | a | Discuss the concept of memes and their influence on society. | CO3 | 10 |
|  | b | Differentiate between memes,virals and trolls with suitable examples. | CO3 | 10 |
|  |  |  |  |  |
| 3. |  | Elaborate Technological Deteminism in detail. | CO5 | 20 |
| (OR) | | | | |
| 4 | a | Illustrate the influence of social media on youth. | CO5 | 10 |
| b | List and analyse features of social media that aid interactive learning. | CO6 | 10 |
|  |  |  |  |  |
| 5. |  | “ Impression Management is vital for online interactions.” Opine. | CO5 | 20 |
| (OR) | | | | |
| 6. | a. | Discuss in detail the problem of mobile addiction. | CO5 | 10 |
| b | Explain the term ‘crowd sourcing’ and its purpose. | CO6 | 10 |
|  |  |  |  |  |
| 7. |  | ‘Social media is employed extensively for political prapaganda’. Discuss. | CO2 | 20 |
| (OR) | | | | |
| 8. |  | Discuss the similarities and differences between twitter, whatsapp, facebook, instagram and you tube. Suggest how each can be used effectively. | CO2 | 20 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. | a. | Demonstrate the steps involved in creating a blog. | CO1 | 10 |
| b. | Write a travelogue suitable for a blog. | CO3 | 10 |