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



**End Semester Examination – Nov / Dec – 2019**

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

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q. No.** |  | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Sketch the evolution of new media usage in India. | CO1 | 20 |
| **(OR)** | | | | |
| 2. |  | List the advantages and disadvantages of Social Media with relevant examples. | CO1 | 20 |
|  |  |  |  | 20 |
| 3. |  | “Internet Technology” has transformed this world into a Global Village. Discuss. | CO5 | 20 |
| **(OR)** | | | | |
| 4. |  | Examine the impact of technological determinism on Youth. | CO5 | 20 |
|  |  |  |  |  |
| 5. |  | Discuss the advent of online shopping sites and their advantages and disadvantages. | CO4 | 20 |
| **(OR)** | | | | |
| 6. |  | Explain Social Penetration Theory with a suitable case study. | CO2 | 20 |
|  |  |  |  |  |
| 7. |  | Elaborate your views on Social Media Advertising in detail. | CO4 | 20 |
| **(OR)** | | | | |
| 8. |  | Discuss factors responsible for Online Addiction. | CO3 | 20 |
|  | | **Compulsory**: |  |  |
| 9 |  | ‘Social Media’ can be an ideal learning platform. Justify. | CO6 | 20 |