



Sanjay Ghodawat University, Kolhapur  
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2018-19  
EXM/P/09/01

Year: 2018-19

School of Liberal Arts

Department of  
MMMC

Program: B.A MMMC

Course Code : MCA106

Course Title: Social Media

Semester –II

Day and Date: Friday

End Semester Examination (ESE)

Time: 3 Hours

24<sup>th</sup> May, 2019

Max Marks: 100

10.30 am to 1.30 pm.

Instructions:

- 1) All questions are compulsory.
- 2) Assume suitable data wherever necessary.
- 3) Figures to the right indicate full marks.

Q.1	A)	Fill in the blanks with best suitable alternative from the given	Marks-10	Blooms Level	Cos
a)		..... is an American non-profit organization which provide leadership in Internet-related standards, education, access, and policy. i) Network Working Group (NWG) ii) Internet Society (ISOC) iii) Network Measurement Centre(NMC) iv) Internet service provider (ISP)	01	L1	CO1
b)		'.....' is a term used to describe the type of media that is based on conversation and interaction between people online. i) Print media ii) Electronic media iii) Social media iv) Mass media	01	L1	CO2
c)		..... is the process by which information is converted from analog to digital. i) Digitalization ii) Digitization iii) Digital signal iv) Digital Exchange	01	L1	CO3
d)		Facebook is an..... online social media and social networking service company started by MarkZuckerberg. i) European ii) Japanese iii) French iv) American	01	L1	CO4

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- e) The role of a community.....is to engage, motivate and encourage other community members.  
 i) Members  
 ii) Facilitator  
 iii) leader  
 iv) Sponsor 01 L1 CO5
- f) Digital activism is also known as .....which is the form of activism that uses the internet and digital media as key platforms for mass mobilization and political action.  
 i) Web activism  
 ii) Online activism  
 iii) Cyberactivism  
 iv) All of the above 01 L1 CO6
- g) ..... is the activity of buying or selling of products and services online or over the internet.  
 i) E-Commerce ii) E-Book  
 ii) E- Governance iv) E-Banking 01 L1 CO1
- h) The term ..... originates in reference to the actual historical sequence in the development of video screens.  
 i) Second Screen ii) Third Screen  
 iii) Fourth Screen iv) Fifth Screen 01 L1 CO2
- i) Web 1.0 refers to the .....in the World Wide Web, which was entirely made up of web pages connected by hyperlinks.  
 i) first stage ii) second stage  
 iii) third stage iv) fifth stage 01 L1 CO3
- j) The world's first ever SMS was sent on .....in United states of America.  
 i) 3<sup>rd</sup> December, 1992 ii) 8<sup>th</sup> November, 1990  
 iii) 5<sup>th</sup> December, iv) 12<sup>th</sup> October, 1985 01 L1 CO4

**B) Match the followings**

**'A' Group**

**'B' Group**

**Marks-05**

- |   |                                |    |    |     |
|---|--------------------------------|----|----|-----|
| a) Internet Society                     | 1. Rashmi Sinha                | 01 | L1 | CO1 |
| b) Invention of computer                | 2. Trip Adler & Jared Friedman | 01 | L1 | CO2 |
| c) Founder of slide share               | 3. Vint Cerf and Bob Kahn      | 01 | L1 | CO3 |
| d) Scribd-A online library              | 4. PushkarMahatta              | 01 | L1 | CO5 |
| e) Worldfloat- A social networking site | 5. Charles Babbage             | 01 | L1 | CO6 |

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<b>C) Answer the following statements with True or False and correct the false one.</b>	<b>Marks-05</b>		
a) The term technology is commonly used as a synonym for computers and computer networks, but it also encompasses other information distribution technologies such as television and telephones.	01	L1	CO4
b) In online community facilitators are responsible for day-today management of the community and making sure that it meets its strategic purpose.	01	L1	CO5
c) E-Governance is the activity of buying or selling of products and services online or over the internet.	01	L1	CO3
d) The Facebook has good privacy settings which allow users to choose their desired level of privacy.	01	L1	CO4
e) Online activism is a new form of popular contention in the world.	01	L1	CO6

<b>Q.2 Write short note (Any Four)</b>	<b>Marks-20</b>		
a) Web is a global information medium	05	L2	CO1
b) Cell phones and social media	05	L3	CO1
c) Fourth screen	05	L2	CO2
d) Word Press as a tool of journalism	05	L3	CO5
OR			
e) Judge 'Worldfloat' as a news search engine	05	L3	CO5

<b>Q.3 Answer the following (Any three)</b>	<b>Marks-24</b>		
a) Write in brief on the of social media for political campaigning with the reference to Indian Parliament election-2019	08	L1	CO2
b) Skype is telecommunication application software. Discuss, Explain its business purpose use.	08	L2	CO5
OR			
c) 'Good reader' and 'Scribd' are the digital platform for readers. Discuss.	08	L2	CO5
d) Illustrate with suitable examples the rise of social media and its impact on mainstream journalism.	08	L4	CO6
e) Discuss about the Cybercrime impact on students in Indian scenario.	08	L2	CO6

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**Q.4**

**Answer the following (Any three)**

**Marks-36**

- |    |  |    |    |     |
|----|--|----|----|-----|
| a) | Describe the role of Information Communication Technology in various field.  | 12 | L1 | CO3 |
| b) | Social media: A boon or a bane for society and individuals. Discuss  | 12 | L2 | CO4 |
| c) | Explain about online community. How do online communities create knowledge? Who makes up a community?  | 12 | L2 | CO5 |
| d) | Illustrate the term online activism and critically evaluate its impact on society.   | 12 | L3 | CO6 |
| OR |  |    |    |     |
| e) | Illustrate the fundamental difference between citizen journalism and professional journalism. Is citizen journalism a threat to professional journalism? | 12 | L3 | CO6 |

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