



**Sanjay Ghodawat University, Kolhapur**  
 Established as State Private University under Govt. of Maharashtra. Act  
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2018-19  
 EXM/P/09/01

Year: 2018-19  
 Program: B.A MMMC  
 Course Code : MCA106  
 Day and Date: Friday  
 24<sup>th</sup> May, 2019

School of Liberal Arts  
 Course Title: Social Media  
 End Semester Examination (ESE)

Department of  
 MMMC  
 Semester –II  
 Time: 3 Hours  
 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

**ESE**

- 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
  - iii) 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	<b>Marks-05</b>		
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

**ESE**

<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	

**ESE**

page 3/4

<b>Q.4</b>	<b>Answer the following (Any three)</b>	<b>Marks-36</b>		
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

**ESE**

page 4/4