

FYBCOM (MS)/SEM I/REG/Social Media and Communication

Time: 1 hr.

Marks:30

Note:

1. Draw neat diagrams wherever necessary.
2. Figures to the right indicate full marks.
3. Write any TWO questions from the following
4. Each question carry 15 Marks.

- Q.1 Answer the following. [15]**
(a) What are the benefits of twitter?
(b) Which social media is best to promote business?
- Q.2 Answer the following. [15]**
(a) How does ethics work in social media?
(b) What snapchat is famous for?
- Q.3 Answer the following. [15]**
(a) What is instagram? Explain its advantages and disadvantages .
(b) What is the best type of social media marketing?

---X---X---