

**FYBCOM (A & F)/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 is social media? Explain the early social media platforms.
- (b) Explain the use of social media in interpersonal communication.

**Q.2 Answer the following.**

**[15]**

- (a) Which social media platform should be used to promote business?
- (b) What is instagram? Explain its advantages and disadvantages.

**Q.3 Answer the foll**

**[15]**

- (a) Explain twitter.
- (b) Explain snapchat.

---X---X---