

**FYBSC CS/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 main questions from the following
  4. Each question carry 15 Marks.

- Q.1 Answer the following. (Any TWO) [15]**
- (a) What is a social media and write about its evolution?
  - (b) Write in brief about 'LinkedIn' and its features.
  - (c) Write in detail about MySpace.
  - (d) What is 'Six degrees of separation'? Explain the fall of Six Degrees.
- Q.2 Answer the following. (Any TWO) [15]**
- (a) Write the history of Tik Tok and why it is banned in India ?
  - (b) Write in brief about 'Twitter'.
  - (c) Write tips for creating stunning Instagram Stories.
  - (d) How social media is useful to fulfill the academic purpose?
- Q.3 Answer the following. (Any TWO) [15]**
- (a) How is Twitter Different from Facebook?
  - (b) Explain in detail the History of Instagram and its features.
  - (c) Explain the history of Snapchat and its features.
  - (d) Write a short note on 'Use of social media in interpersonal communication.

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