

**FYBCOM(ACCOUNTING AND FINANCE)/SEM I/ATKT/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) Which social media platform should be used to promote business?
- (b) What is Instagram? Explain its advantages and disadvantages .

**Q.2      Answer the following.      [15]**

- (a) Explain ethics in social media.
- (b) What is Twitter ? Explain its uses.

**Q.3      Answer the following.      [15]**

- (a) What are the academic purposes of social media?
- (b) Explain the importance of social media.

---X---X---