

FYBCOM(MS)/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.

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