

NEP - Semester End Examination – October 2025

Program: F.Y.B.Sc.DS SEM-I Course: SOCIAL MEDIA AND COMMUNICATION

Program Code: UGDS03 Course Code: NUDS105

Duration: 1 Hour

Max. Marks: 30

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Q. 1	Attempt any TWO of the following. (5 Marks each)	[10]	Course Outcome	Knowledge Level
(a)	Recall and describe briefly how social media started and how it has evolved over time.		CO1	L1
(b)	Explain the effects of social media on society with suitable examples.		CO1	L2
(c)	Explain the significance of Orkut as an early social media platform.		CO2	L3
(d)	Analyze the contribution of MySpace in comparison to other early platforms in shaping online communities.		CO2	L4
Q. 2	Attempt any TWO of the following. (5 Marks each)	[10]	Course Outcome	Knowledge Level
(a)	List and describe the key features of Snapchat.		CO1	L1
(b)	Explain the pros and cons of Instagram with suitable examples.		CO1	L2
(c)	Illustrate the importance of monetization models in digital platforms with real-world cases.		CO2	L3
(d)	List advantages and disadvantages of the Influencer Economy in today's digital landscape.		CO2	L1
Q. 3	Attempt any TWO of the following. (5 Marks each)	[10]	Course Outcome	Knowledge Level
(a)	Explain digital communication tools.		CO3	L2
(b)	Propose ways in which social media can positively influence cultural trends.		CO4	L6
(c)	Explain how copyright laws affect social media content creators and their work.		CO3	L2
(d)	Propose innovative ways in which social media can support and enhance academic activities.		CO4	L6