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**BRAINWARE UNIVERSITY**

Library
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Term End Examination 2024-2025**Programme – B.Sc.(MSJ)-Hons-2023/B.Sc.(MSJ)-Hons-2024****Course Name – Understanding Social Media****Course Code - VAC00015****(Semester II)****Full Marks : 60****Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A**(Multiple Choice Type Question)****1 x 15=15****1. Choose the correct alternative from the following :**

- (i) Which category does YouTube fall under?
 - a) Social networks
 - b) Content-sharing platforms
 - c) Online forums
 - d) E-commerce sites
- (ii) Choose the practices that constitute ethical behavior on social media
 - a) Sharing copyrighted content without permission
 - b) Posting personal information of others without consent
 - c) Respecting others' privacy and opinions
 - d) Using fake profiles for impersonation
- (iii) Responsible use of social media involves
 - a) Frequent online arguments
 - b) Checking facts before sharing news
 - c) Sharing rumours
 - d) Posting sensitive content
- (iv) Which is NOT a type of social media?
 - a) Blogs
 - b) E-commerce sites
 - c) Social networking sites
 - d) Image sharing platforms
- (v) Illustrate how LinkedIn can be used to build a professional online presence.
 - a) Sharing daily personal updates
 - b) Posting detailed career achievements
 - c) Engaging in casual conversations
 - d) Sharing vacation photos
- (vi) Explain how personal goals influence social media platform choice.
 - a) They have no impact
 - b) They dictate which platforms are used
 - c) They discourage the use of social media
 - d) They encourage the use of multiple platforms
- (vii) Explain the role of consistency in posting frequency for maintaining follower interest.

- a) It is irrelevant
- b) Key to keeping followers engaged and interested
- c) Leads to follower fatigue
- d) Only important for celebrities
- (viii) Implement a system to regularly update social media content.
 - a) Post only on business milestones
 - b) Schedule regular updates using a content calendar
 - c) Update only when competitors post
 - d) Post sporadically, based on news events
- (ix) Evaluate the success of a social media strategy through customer engagement levels.
 - a) Consider only sales figures
 - b) Base evaluation on internal feedback
 - c) Measure likes, comments, and shares
 - d) Focus on the number of followers
- (x) Illustrate the importance of a call-to-action in digital content.
 - a) Makes content longer
 - b) Distracts readers
 - c) Encourages user interaction
 - d) Increases bounce rate
- (xi) Apply platform-specific formats in content creation.
 - a) Use same format for all
 - b) Ignore video content
 - c) Customize content based on platform features
 - d) Avoid visuals
- (xii) Illustrate the use of tone in creative writing for social media.
 - a) Use aggressive tone only
 - b) Match tone to brand and platform
 - c) Always be sarcastic
 - d) Avoid tone variation
- (xiii) Describe the role of hashtags in making content trend.
 - a) Reduce visibility
 - b) Link posts to a theme or topic
 - c) Hide the content
 - d) Add unnecessary complexity
- (xiv) Demonstrate the use of Google Trends in content planning.
 - a) Shows irrelevant data
 - b) Tracks emerging topics and keywords
 - c) Deletes content
 - d) Blocks keywords
- (xv) Demonstrate use of keyword tools in planning a blog post.
 - a) Use irrelevant terms
 - b) Use keywords that align with search trends
 - c) Avoid keywords entirely
 - d) Use only technical words

Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. Define the term "social media". (3)
- 3. List three key characteristics of social media platforms. (3)
- 4. Identify two major impacts of social media on society. (3)
- 5. Explain the categorization of social media platforms. (3)
- 6. Evaluate the effectiveness of using automated chatbots on Facebook Messenger for customer service in the hospitality industry. (3)

OR

Assess the necessity of including ethical guidelines on employees' personal social media use in a corporate social media policy. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

- 7. Describe how social media trends emerge and their implications on society. (5)

8. Recap the emergence, history, and impact of social media. (5)
9. Summarize the role of social media in global connectivity and its effect on cultural exchange. (5)
10. Discuss how social media platforms can be utilized to manage customer relationships effectively. (5)
11. Compare the effectiveness of traditional vs. digital storytelling in audience engagement. (5)
12. Compare the impact of visual content to text-based content in digital media. (5)

OR

Critique the balance between creativity and SEO optimization in digital content writing. (5)

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