



BRAINWARE UNIVERSITY

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Term End Examination 2025-2026

Programme – B.Sc.(MSJ)-Hons-2023/B.Sc.(MSJ)-Hons-2024/B.Sc.(MSJ)-Hons-2025

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) Choose the primary significance of social media platforms in the contemporary landscape.
 - a) Only personal use
 - b) Primarily gaming
 - c) Communication and information sharing
 - d) Solely news broadcasting
- (ii) LinkedIn is best described as a:
 - a) Video-sharing platform
 - b) Social networking site for professionals
 - c) Photo-sharing app
 - d) Gaming community
- (iii) The historical evolution of social media shows a shift from _____.
 - a) Text-based platforms to solely video-based platforms
 - b) Simple interfaces to more complex functionalities
 - c) Private networks to public access
 - d) None of the above
- (iv) Which platform is considered the first social media site?
 - a) Facebook
 - b) MySpace
 - c) SixDegrees
 - d) LinkedIn
- (v) Social media platforms typically allow users to _____.
 - a) Download content for free
 - b) Interact with others
 - c) Access without registration
 - d) Use offline
- (vi) Responsible use of social media includes:
 - a) Spreading rumours
 - b) Cyberbullying
 - c) Posting copyrighted content without permission
 - d) Verifying information before sharing
- (vii) How do social media trends usually start?
 - a) Through celebrity endorsements
 - b) By accident
 - c) User-generated content going viral
 - d) Government initiatives
- (viii) Which of the following is true about personal narratives on social media?

- a) They are always accurate reflections of real life
 - b) They can vary widely from person to person
 - c) They are discouraged by most platforms
 - d) They should focus solely on professional accomplishments
- (ix) Identify a key strategy for engaging content on YouTube is:
- a) Posting text updates
 - b) Uploading high-quality videos
 - c) Sharing links from other sites
 - d) Frequent commenting
- (x) Demonstrate how to tailor Facebook settings for increased privacy.
- a) Public posts only
 - b) Friends only
 - c) Custom lists
 - d) Unrestricted access
- (xi) 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
- (xii) Adapt your strategy based on feedback from social media metrics.
- a) Make no changes
 - b) Change platforms frequently
 - c) Tailor content and posting times based on insights
 - d) Stick to a rigid posting schedule
- (xiii) Manage a social media crisis by addressing the issue publicly and transparently.
- a) Deny any problems
 - b) Offer conflicting explanations
 - c) Communicate clearly and apologize if necessary
 - d) Wait for the issue to resolve itself
- (xiv) Adjust your social media policy to include guidelines on handling sensitive information.
- a) Allow all information to be posted
 - b) Prohibit any mention of the brand
 - c) Define clear rules on confidentiality and privacy
 - d) Encourage sharing personal opinions freely
- (xv) Initiate partnerships with influencers to expand brand reach.
- a) Partner with random online users
 - b) Select influencers whose followers align with your target audience
 - c) Avoid influencer partnerships
 - d) Only use celebrity endorsements

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Develop a plan to repurpose a blog post into content suitable for Twitter, Instagram, and LinkedIn. (3)
3. Identify two major impacts of social media on society. (3)
4. State the significance of social media networks in modern communication. (3)
5. Discuss how social media has impacted personal communication. (3)
6. Evaluate the role of social media transparency versus privacy in managing a corporate scandal. (3)

OR

Evaluate the effectiveness of personal storytelling through LinkedIn articles in establishing thought leadership. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Adapt a traditional marketing strategy for digital implementation across multiple social media platforms for a restaurant chain. Highlight the adaptations made for each platform. (5)
8. Rule on the effectiveness of using social media stories (e.g., Instagram Stories, Facebook Stories) for real-time event marketing. Consider engagement metrics and audience feedback. (5)

9. Identify popular social media networks in India and discuss their unique characteristics. (5)
10. Apply the concept of content formatting in planning multi-platform digital campaigns. (5)
11. Outline the evolution of social media platforms from basic forums to advanced networks incorporating AI and machine learning. (5)
12. Assess the long-term sustainability of video content dominance on social media platforms. (5)

OR

Judge the effectiveness of real-time engagement tools like live streaming in building brand loyalty. (5)

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