

(6 Pages)

Reg. No. : .....

Code No. : 10546 E Sub. Code : CAVC 41

B.Sc. (CBCS) DEGREE EXAMINATION, APRIL 2023.

Fourth Semester

Visual Communication — Allied

INTRODUCTION TO SOCIAL MEDIA

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which of the following is not a social media platform?  
(a) Facebook (b) Twitter  
(c) Instagram (d) Photoshop
2. Which is a good frequency for posting on a blog?  
(a) Daily  
(b) Once a week  
(c) Once a month  
(d) Depends on type of blog and blogger

3. Expand SEO  
(a) Search engine optimization  
(b) Search engineer optimization  
(c) Search engage optimization  
(d) Search engine option
4. What is the fastest growing social media platform?  
(a) Instagram (b) Twitter  
(c) Facebook (d) Snapchat
5. Which of the following is NOT an advantage of social media for businesses?  
(a) It's easy and convenient  
(b) It lowers costs  
(c) It's private  
(d) It helps connect businesses with existing and potential customers
6. Many businesses today have changed their approach to marketing in all of the following ways EXCEPT  
(a) They build social capital  
(b) They rely on employees to drive sales  
(c) They use facebook and twitter  
(d) They use LinkedIn



7. What is the significance of Facebook having 850 million users, Twitter having 100 million users, and LinkedIn having 175 million users?

- (a) People are actively using social media platforms personally and professionally
- (b) People don't like blogging
- (c) People aren't reading newspapers anymore
- (d) People are not looking to connect to others

8. What is the main benefit of using chat applications?

- (a) It provides you with the news from a variety of media outlets
- (b) It allows you to post and see pictures of your friends
- (c) It provides a forum for short messages, including videos, photos, and documents
- (d) It allows you to read people's opinions on various topics

9. Facebook does NOT enable businesses to \_\_\_\_\_

- (a) Post status updates
- (b) Advertise products and services
- (c) Promote specials and sales
- (d) Store inventory in Facebook warehouses

10. Which of the following is not a benefit of having a social media strategy?

- (a) Social media helps you expand your other marketing efforts
- (b) Social media helps you attract buyers
- (c) Social media helps you send better emails
- (d) Social media is a key driver for word-of-mouth marketing

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).  
Each answer should not exceed 250 words.

11. (a) What do you mean by visual culture?

Or

(b) Give a detail note on social media addiction.

12. (a) Briefly discuss about the attributes of social media.

Or

(b) Elaborate the evolution of social media.

13. (a) What is Blog? Give example.

Or

(b) Comment your views on blogging culture.



14. (a) List out the information needed for join social media.

Or

- (b) How do social media affect mental health?

15. (a) What is social media marketing?

Or

- (b) How do social media benefit a business?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain in detail about the characteristics of new media.

Or

- (b) Briefly discuss about the communication revolution.

17. (a) Examine the role of social media in detail.

Or

- (b) Compare Blogs and social media applications.

Page 5 Code No. : 10546 E

18. (a) List and explain about various types of blogs.

Or

- (b) Enumerate the importance of mainstream media blogs.

19. (a) Elaborate the disadvantages of social media.

Or

- (b) List out the various social media platforms and comment its unique features.

20. (a) Describe the latest trends in social media marketing.

Or

- (b) "Digital technology has brought a dynamic change in our lives". Discuss how?

Page 6 Code No. : 10546 E

