

Code No. : 20607 E Sub. Code : CAVC 41

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

Fourth Semester

Visual Communication

INTRODUCTION TO SOCIAL MEDIA — Allied

(For those who joined in July 2021-2022)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which social media platform allows users to share short-form video content and has a "For You" page that shows personalized content?
 - (a) Twitter
 - (b) LinkedIn
 - (c) Instagram
 - (d) TikTok

2. Which of the following is NOT a social media platform?
 - (a) Facebook
 - (b) Inatagram
 - (c) WhatsApp
 - (d) Google
3. What is the main purpose of social media?
 - (a) To connect people
 - (b) To sell products
 - (c) To provide news
 - (d) To entertain people
4. Which social media platform is known for its 280-character limit?
 - (a) Facebook
 - (b) Twitter
 - (c) Instagram
 - (d) Snapchat
5. Which of the following is NOT a benefit of social media for businesses?
 - (a) Increased brand awareness
 - (b) Improved customer service
 - (c) Reduced marketing costs
 - (d) Decreased website traffic

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6. What is a social media influencer?
 - (a) A person who is an expert in social media marketing
 - (b) A person who has a large following on social media and can influence their audiences opinions and behaviors
 - (c) A social media platform that provides analytics for businesses
 - (d) A software that automates social media posting
7. Which of the following is an example of a social media metric?
 - (a) Number of employees
 - (b) Revenue
 - (c) Engagement rate
 - (d) Market share
8. Which social media platform is known for its short-form video content?
 - (a) Facebook
 - (b) Twitter
 - (c) Instagram
 - (d) TikTok

9. What is the purpose of a social media content calendar?
 - (a) To plan and schedule social media content in advance
 - (b) To analyze social media metrics
 - (c) To track social media mentions
 - (d) To create social media ads
10. Which of the following is NOT a type of social media content?
 - (a) Text
 - (b) Images
 - (c) Audio
 - (d) Physical products

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Define new media and discuss its major characteristics.
Or
(b) List the role of new media in social development.

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12. (a) Discuss the characteristics of social media.

Or

- (b) Explain the growth of podcast.

13. (a) Detail personal blogging.

Or

- (b) What are the common mistakes to avoid when blogging?

14. (a) How has social media impacted the way we consume news and information?

Or

- (b) Explain the importance of creating and sharing high-quality content on social media.

15. (a) How can social media be used to promote brand awareness and increase customers.

Or

- (b) Explain the characteristics of social media audience.

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PART C -- (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Social media platforms like Instagram and snapchat changed the way we create and consume visual culture. Justify.

Or

- (b) Discuss the role of social media in the communication revolution and its impact on society.

17. (a) What are some advantages and disadvantages of microblogging sites like Twitter for businesses and individuals?

Or

- (b) Discuss the role of social media in shaping popular culture, including the rise of influencers and online trends.

18. (a) How do bloggers establish credibility through transparency, authenticity, and engagement with their readership?

Or

- (b) How do bloggers use multimedia content, such as images, videos, and audio recordings, to enhance their posts and engage readers?

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19. (a) What are the ethical implications of social media, particularly in terms of privacy, security and the use of personal data?

Or

- (b) Describe the key components of a social media planning.

20. (a) Explain some potential ethical and legal challenges in using social media.

Or

- (b) How are social media platforms incorporating augmented and virtual reality technologies?

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