



**Sanjay Ghodawat University, Kolhapur**

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

**FYB.A(MMMC)**

**School of Liberal Arts**

**Semester II (18ES2)**

**MCA 106**

**Social Media**

**Max Marks: 100**

**May 2018**

**End Semester Examination(ESE)**

**Time: 3 Hrs.**

*26 May 2018*

*10:30 AM to 1:30 PM.*

**1) All questions are compulsory**

**2) Figures to be right indicate full marks.**

<b>Q.01</b>	<b>Fill in the blanks with appropriate option</b>	<b>Marks- 08</b>	<b>CO</b>
a)	In ICT, C stands for..... i) Convergence                      ii) Creation iii) Conection                      iv) None of these	01	CO1
b)	Social media is.....estate of nation. i) Third      ii) Fourth      iii) Fifth      iv) Third	01	CO1
c)	Social media is an .....based form of communication. i)Telecommunication      ii) internet iii) Telephone line      iv)None	01	CO2
d)	.....is the activity of buying or selling of products and services online or over the internet. i) E-commerce      ii) E- Governance iii)E-Book      iv) E-Bankng	01	CO2
e)	How many Characters one can use for a Tweet? i) 120      ii) 130      iii) 280      iv) 150	01	CO3
f)	Founded Facebook belongs to.....country. i)Australia      ii) England      iii) France      iv)America	01	CO3
g)	Which of the following is an antivirus programmee? i) Nortan      ii) K7      iii) Quick heal      iv)All of this	01	CO4
h)	Computer crime or Cyber crime is crime that involves: i) Computer      ii) Network iii)Both of Above      iv) None of These	01	CO4

<b>Q.02</b>	<b>Answer in one or two sentences (Any Eight)</b>	<b>Marks- 16</b>	<b>CO</b>
a)	When the internet launch in the world?	02	CO1
b)	What is Internet?	02	CO1
c)	What is E-Book?	02	CO2
d)	What is ICT?	02	CO2
e)	What is Skype?	02	CO3
f)	Write any two types of social media.	02	CO3
g)	What is Online activism?	02	CO4
h)	Write the definition of cyber crime.	02	CO4
i)	What is Digital Divide?	02	CO4
<b>Q.03</b>	<b>Write short note on any Four.</b>	<b>Marks- 16</b>	<b>CO</b>
a)	History of Internet.	04	CO1
b)	Digitalization of radio	04	CO2
c)	Wikipedia	04	CO3
d)	Citizen Journalism	04	CO4
e)	Impact of Social media on youth.	04	CO4
f)	Social media and crimes	04	CO4
<b>Q.04</b>	<b>Attempt any Six of the following.</b>	<b>Marks- 30</b>	<b>CO</b>
a)	How the smart phone helps to edict someone? Discuss.	05	CO1
b)	Online shopping is a need of day today life. Discuss in brief.	05	CO2
c)	What is Online activism?	05	CO3
d)	Is social media important for connecting with people?	05	CO3
e)	How we can aware people about cyber crime?	05	CO4
f)	What is difference between professional and citizen journalism.	05	CO4
g)	How social media will be used for development of the nation.Discuss.	05	CO4
<b>Q.05</b>	<b>Attempt any Three</b>	<b>Marks- 30</b>	<b>CO</b>
a)	Discuss of Ownership and administration of Internet.	10	CO1
b)	Smart phone is a mini personal computer.Discuss	10	CO1
c)	Discuss on-ICT role and scope.	10	CO2
d)	Write in brief about 'Facebook'	10	CO2
e)	Impact of social media on women empowerment.	10	CO3