



Date: 07-11-2024

Dept. No.

Max. : 100 Marks

Time: 01:00 pm-04:00 pm

SECTION A – K1 (CO1)

Answer ALL the questions	(5 x 1 = 5)
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1 True or False

- a) Digital divide refers to the gap between Instagram users and Facebook users.
- b) The term podcast was coined by Ben Hammersley in February 2004
- c) Slander is a false and defamatory attack in oral form.
- d) Google which owns YouTube, has also taken steps to fight fake news.
- e) YouTube is the second most visited website in the world, after google search.

SECTION A – K2 (CO1)

Answer ALL the questions	(5 x 1 = 5)
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2 Match the following

a) Netflix	(i) Paul Buchhect
b) Meta	(ii) Kevin Systrom
c) LinkedIn	(iii) Mark Zuckerberg
d) Instagram	(iv) Marc Randolph
e) Gmail	(v) Reid Hoffman

SECTION B – K3 (CO2)

Answer any THREE of the following.	(3 x 10 = 30)
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- 3 Identify a negative influence of Instagram on youngsters today.
- 4 Develop a script for a social media advertising on third gender equality.
- 5 Choose strategies for effective podcasting.
- 6 Choose three fake news on social media and develop strategies for fact checking the fake news.
- 7 Identify three tactics to verify information online and via social media.

SECTION C – K4 (CO3)

Answer any TWO of the following	(2 x 12.5 = 25)
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- 8 Analyze the scope and possibilities of Twitter (X).
- 9 Classify the popular social networking sites and examine their impact on young generation.
- 10 Differentiate between alternative media and mainstream media.
- 11 Analyze the history of blogs and compare blogging with journalistic writing.

SECTION D – K5 (CO4)

Answer any ONE of the following	(1 x 15 = 15)
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- 12 Assess the process of monetization in YouTube channels.
- 13 Appraise the functions of social media as a development tool citing quotes.

SECTION E – K6 (CO5)

Answer any ONE of the following	(1 x 20 = 20)
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- 14 Develop an article for a blog on any contemporary issue.
- 15 Justify the possibilities of a journalist's personal views from professional ones.