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MNM-037

**M.A. (JOURNALISM AND DIGITAL
MEDIA) / P.G. DIPLOMA IN
DIGITAL MEDIA (MAJDM/PGDIDM)
Term-End Examination**

June, 2026

MNM-037 : SOCIAL MEDIA AND SOCIETY

Time : 2 Hours

Maximum Marks : 50

Note : (i) Attempt any *five* questions.

(ii) All questions carry equal marks.

Section—A

Note : Answer any *five* questions.

5×2=10

1. Explain the term Disruptive Technology.
2. What is Engagement Rate in social media analytics ?
3. What is Digital Activism ?
4. Briefly explain the Digital Public Sphere.
5. What are the key features of Transmedia Storytelling ?

6. Explain the term Micro-celebrity.
7. What are the differences between traditional and digital communication models ?

Section—B

Note : Answer any *four* questions. 4×5=20

8. Explain how social media has disrupted traditional industries such as media and retail. Give relevant examples.
9. Discuss the concept of Social Presence Theory and its applications in online learning.
10. What are the challenges of maintaining digital privacy on social media ? Cite suitable examples.
11. Describe the functions of algorithms in determining user experience on platforms like Facebook and other social media.
12. Analyse the relationship between celebrity culture and audience engagement in the social media era.

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13. Elaborate on the concept of Branding through Social Media.
14. How has influencer culture changed the landscape of advertising and communication ?

Section—C

Note : Answer any *two* questions. 2×10=20

15. Discuss the evolution of social media from Web 2.0 to the present era, with reference to participatory culture. Give examples.
16. Evaluate the role of social media in enhancing or diminishing journalistic integrity in the digital age. Cite relevant examples.
17. Analyse the ethical and legal challenges emerging from the use of user data for commercial and political purposes. Use Indian examples.

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