

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE **21 UEC 6E5**

DURING THE ACADEMIC YEAR 2021-22 ONLY)

REG.NO.

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**

**END-OF-SEMESTER EXAMINATIONS : MAY– 2024**

**B.Com. – E.COMMERCE**

**MAXIMUM MARKS: 70**

**VI SEMESTER**

**TIME : 3 HOURS**

**PART – III**

**SOCIAL NETWORKING SERVICES**

**SECTION – A**

**(10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**(K1)**

**MULTIPLE CHOICE QUESTIONS.**

1. What is a common business model for Social Networking Services?
  - a) Subscription-based
  - b) One-time payment
  - c) Free with ads
  - d) Offline purchases only
2. What was the main purpose of Google+ before it was shut down?
  - a) Professional networking
  - b) Video sharing
  - c) Blogging
  - d) Social bookmarking
3. Which of the following social networking apps is known for its focus on photo and video sharing?
  - a) LINE
  - b) Snapchat
  - c) WeChat
  - d) QQ Chat
4. What is the primary purpose of creating a Facebook profile?
  - a) To join events
  - b) To connect with friends and family
  - c) To share photos/videos
  - d) To create groups
5. What is the primary purpose of the "Followers" feature on Twitter?
  - a) To send private messages
  - b) To receive notifications
  - c) To see tweets from other users
  - d) To block other users

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.**

**(K2)**

6. Explain the term Social Networking.
7. What is Instagram?
8. Explain any two advantages of QQ Chat.
9. Construct the process of creating a photo album on Facebook.
10. Define Tweet.

**(CONTD .... 2)**

**SECTION – B****(5 X 4 = 20 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING****QUESTIONS.****(K3)**

11. a) Examine the features of Social Networking services.

**(OR)**

b) Describe the key emerging trends in Professional Networking.

12. a) List the benefits of Social Networking Sites.

**(OR)**

b) Assess the advantages of Facebook.

13. a) List the features of Social Networking.

**(OR)**

b) Apply various benefits of Social Networking Apps.

14. a) Describe the different privacy options available on Facebook.

**(OR)**

b) Find out the process of creating and managing events on Facebook.

15. a) Sketch the disadvantage of Twitter.

**(OR)**

b) Show the steps followed by deactivate account in Twitter.

**SECTION – C****(4 X 10 = 40 MARKS)****ANSWER ANY FOUR OUT OF SIX QUESTIONS.****(K4 (Or) K5)****(16<sup>th</sup> QUESTION IS COMPULSORY AND ANSWER ANY THREE****QUESTIONS (FROM Qn. No : 17 to 21)**

16. Examine the psychological effects of Social Networking.

17. Classify the types of Social Networking Sites.

18. Criticize the functions of Social Networking Apps.

19. Discuss the process of sending and responding to friend requests on Facebook.

20. Summarize the process of creating a Twitter account.

21. Discuss some effective strategies for expanding and maintaining a professional network on LinkedIn.