

January 2023

**M.Sc. Animation and Multimedia- I SEMESTER  
Communication and Social Media (MSC-AM-21-103A)**

Time: 3 Hours

Max. Marks:75

- Instructions:**
1. It is compulsory to answer all the questions (1.5 marks each) of Part -A in short.
  2. Answer any four questions from Part -B in detail.
  3. Different sub-parts of a question are to be attempted adjacent to each other.

**PART -A**

- Q1 (a) What is Wikipedia? (1.5)
- (b) Explain techniques of effective listening? (1.5)
- (c) Why group discussion is important in communication? (1.5)
- (d) What are the benefits of social media promotion? (1.5)
- (e) What is the process of uploading photo/video on Facebook? (1.5)
- (f) What is difference between Instagram personal account and Instagram business account? (1.5)
- (g) What is difference between Facebook profile and Facebook page? (1.5)
- (h) How to create YouTube channel. Explain step by step. ? (1.5)
- (i) Why two step verification is important for social media account? (1.5)
- (j) Explain Formal and Informal Communication? (1.5)

**PART -B**

- Q2 (a) Explain Communication & What is Process of Communication? (10)
- (b) Discuss principles of effective speech & presentation. (5)
- Q3 (a) What is YouTube, Facebook, Instagram Explain all and write 4 benefits of each? (5)
- (b) Explain any five types of communication with examples? (10)
- Q4 How people using social media to grow their business? Explain three social media platforms with examples? (15)
- Q5 (a) What is non verbal communication & Explain all two types with examples. (5)
- (b) Describe Any four barriers or effective communication with example? (10)
- Q6 (a) (10)
- (b) Why YouTube is best video platform for business promotion explain with an example. (5)
- Q7 Explain forms of communication with Example. (15)
- written communication, Oral Communication and audiovisual Communication