B.A. / B.Sc. / B.Com. / B.V.A. / B.S.W / B.C.A. DEGREE EXAMINATION
APRIL 2015

COURSE   : INDEPENDENT ELECTIVE
PAPER   : SOCIAL NETWORKING – PAST AND PRESENT
TIME   : 3 HOURS   MAX.MARKS:100

SECTION – A
ANSWER ALL QUESTIONS IN ABOUT 50 WORDS EACH.   (10X2=20)

1. Define Social Networking.
2. Explain "strength of weak ties".
3. Explain social capital.
4. Define interpersonal communication.
5. Define technology.
6. Define cyberspace.
7. Explain collection action.
8. Define virtual community.
9. Explain Public opinion.
10. Define Glocalization.

SECTION – B
ANSWER ANY FIVE QUESTIONS IN ABOUT 250 WORDS EACH. (5X8=40)

11. Explain the concept of social networking.
12. Write a note on social cyberspace to organize collective action in physical world.
13. Explain Mark Granovetter's concept of "strength of weak ties".
14. Bring out the concept of social capital as described by Putnam.
15. Briefly explain the history of social network analysis.
16. Trace the roots of social cyberspace.
17. Write a note on Networked Individualism.
18. Bring out the reasons for the usage of social networking sites by the youth.

SECTION – C
ANSWER ANY TWO QUESTIONS. EACH ANSWER NOT TO EXCEED
1000 WORDS.   **(2X20=40)**

19. In an age of digital media, do we really have privacy? Analyse.
20. Discuss the influence of social networking sites on political attitudes and behaviour.
21. Write in detail on the rise of the network society.
22. Explain how social networking influences family and relationships.

****