

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
(For candidates admitted during the academic year 2015-16)

**SUBJECT CODE: 15SC/UI/SN 23**

**COURSE : INDEPENDENT COURSE**

**PAPER : SOCIAL NETWORKING- PAST AND PRESENT**

**TIME : 3 HOURS**

**MAX.MARKS:100**

**SECTION – A**

**ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 50WORDS.**

**(10X2=20)**

1. Define Social networking.
2. What is interpersonal communication?
3. Give examples of Social Capital.
4. What is social cyberspace?
5. Define Technology.
6. Give examples of community centered online media.
7. Differentiate Collective action and Public opinion?
8. Define virtual community.
9. What is networked individualism?
10. What is network society?

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS IN 250 WORDS EACH.**

**(5X8=40)**

11. Trace the history of social network analysis.
12. Discuss Mark Granovetter's concept of 'strength of weak ties'.
13. Bring out the concept of social capital as described by Coleman.
14. Explain Putnam's norms of trust.
15. Explain the influence of social networking on interpersonal relationships.
16. Trace the roots and visions of social cyberspace.
17. Write a note on Manuel Castell's network society.
18. Briefly write on community centered online media.

**SECTION – C**

**ANSWER ANY TWO QUESTIONS IN 1000 WORDS EACH.**

**(2X20=40)**

19. Examine the ways through which online social activities change our lives.
20. Elucidate with an example the power of public opinion in a democratic country.
21. Bring out the origin and development of social media.
22. Discuss Social Networking affect interpersonal communication and social relationships.