

KAMARAJ COLLEGE (Autonomous)

Accredited with A+ Grade by NAAC

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

THOOTHUKUDI – 628 003

(6 Pages)

Reg. No:

Question Code No : 25001410

Course Code : 24PSCA31

PG Degree - End Semester Examinations, November 2025

Third Semester

MCA

Social Networks

(For those who joined in July 2024 onwards)

Time : 3 Hours

Maximum : 75 Marks

PART- A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer:

1. What is one of the important first decisions when developing a social media strategy?
 - (a) Gathering multimedia items
 - (b) Using a feed reader
 - (c) Creating an optimization plan
 - (d) Mapping RSS feeds

2. Which term is directly related to improving the visibility of a blog or RSS feed in search results?
- (a) Feed Burner (b) The Feed Reader
(c) RSS Feeds Mapping (d) Search Engine Optimization
3. What is WordPress primarily used for, according to the text?
- (a) As a video editing software
(b) As a content management system
(c) As a podcast hosting platform
(d) As a social media network
4. Which of the following is NOT listed as a component or step in building a WordPress site?
- (a) Posting blog entries (b) Building pages
(c) Setting up sidebars (d) Creating and uploading
podcast episodes
5. Which of the following is an example of a micro-blogging site mentioned in the text?
- (a) Facebook (b) LinkedIn
(c) Twitter (d) Myspace
6. What is a key step in a social media strategy related to a business's online presence, as mentioned in the text?
- (a) Creating a niche social networking site
(b) Promoting social networking presence

- (c) Crowd-sourcing news sites
 - (d) Using an image sharing strategy
7. What is one of the primary functions of widgets and badges, as mentioned in the text?
- (a) Creating social search portals
 - (b) Building virtual worlds
 - (c) Highlighting social web presence
 - (d) Populating a newsroom
8. Which of the following is an example of a "More Social Tool" listed in the text?
- (a) Working widgets into strategy
 - (b) Populating the newsroom
 - (c) Social calendars
 - (d) Social media news releases
9. What is the primary purpose of a "Website Optimization Plan"?
- (a) To measure qualitative frameworks
 - (b) To analyze quantitative data
 - (c) To streamline web presence
 - (d) To predict the future of blogging
10. Which concept is associated with a "Qualitative Framework" for measuring success?
- (a) Distributed social networking
 - (b) Tools to help you measure networking

(c) Life streaming

(d) Quantitative data

PART - B (5 X 5 = 25 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 250 words.

11. (a) Apply the role of RSS feeds in a social media strategy.

(OR)

(b) Simplify the importance of "Preparation" and "Gathering Content" when creating a social media and blog strategy.

12. (a) Analyze the role of plugins and themes in a WordPress website.

(OR)

(b) Examine the essential steps involved in creating and publishing a podcast episode.

13. (a) Write a strategy of "Social Bookmarking" and "Crowd-Sourcing" in a social networking.

(OR)

(b) How will you say the importance of a well-defined "Image Sharing Strategy" and "Video Sharing Strategy."

14. (a) Examine the usage of widgets and badges in social media.

(OR)

(b) Analyze the "Social Media Newsroom" and what is its primary purpose?

15. (a) How do you measure the success of "Qualitative Framework" and "Quantitative Framework"?

(OR)

(b) Enumerate the uses of Web 3.0.

PART - C (5 X 8 = 40 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 600 words.

16. (a) Construct the steps to involved in creating and optimizing an RSS feed.

(OR)

(b) Develop the steps to create websites, blogs and search engine optimization.

17. (a) Examine the usage of anatomy of a WordPress site.

(OR)

(b) Analyze the functionalities of webcasting and podcasting.

18. (a) Enumerate the uses of the various types of social networking platforms and how a business can effectively leverage each platform to achieve its objectives.

(OR)

(b) Justify - Searching and Search Engine Placement is relevant to a social networking.

19. (a) Examine the integration of working widgets into a social media strategy for newsrooms with example.

(OR)

(b) Analyze the functionalities of "Building" and "Populating" a social media newsroom.

20. (a) Assess the components of a website optimization plan.

(OR)

(b) Interpret the future trends in social networking, blogging, life streaming, distributed social, networking and defriending.