

# KAMARAJ COLLEGE (Autonomous)

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(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(4 Pages)

Reg. No:.....

Question Code: 26E03209

Course Code : 25PSAI21

PG Degree - End Semester Examinations, April 2026

Second Semester

M.Sc., COMPUTER SCIENCE WITH AI

Social Networks

(For those who joined in June 2025 onwards)

Time : 3Hours

Maximum : 75 Marks

## PART - A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer :

- CO:1 1. SEO stands for  
K:1
- (a) Social Engagement Option (b) Search Engine Optimization  
(c) Search Engine Operation (d) Site Enhancement Output
- CO:1 2. Why should multimedia items be gathered before publishing  
K:1 content?
- (a) To increase website loading time (b) To improve engagement and shareability  
(c) To reduce SEO (d) To avoid planning
- CO:2 3. Which of the following is a Content Management System (CMS)?  
K:1
- (a) Photoshop (b) WordPress  
(c) Excel (d) Illustrator
- CO:2 4. Which element in WordPress allows you to add extra features  
K:1 like forms, SEO, and security?
- (a) Themes (b) Plugins  
(c) Categories (d) Sidebars
- CO:3 5. Which of the following is an example of a niche social networking  
K:1 site?
- (a) Reddit (b) Facebook  
(c) Twitter (d) Instagram

- CO:3 6. Search engine placement in social media ensures  
K:1 (a) Content is easier to find online (b) Posts are deleted  
(c) Content becomes private (d) Users cannot comment
- CO:4 7. Badges are mainly used to  
K:1 (a) Highlight achievements or social media presence (b) Post videos only  
(c) Backup website data (d) Optimize SEO
- CO:4 8. How do widgets make a website more interactive?  
K:1 (a) By adding interactive tools like social feeds, polls or badges (b) By slowing down page loading  
(c) By removing images (d) By hiding menus
- CO:5 9. Distributed social networking refers to  
K:1 (a) Centralized social platforms only (b) Connecting multiple social networks and platforms  
(c) Sending mass emails (d) Creating blogs offline
- CO:5 10. Life streaming in blogging refers to  
K:1 (a) Posting static content (b) Real-time sharing of content and updates  
(c) Offline content management (d) Deleting old posts

**PART - B (5 X 5 = 25 Marks)**

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

**Answer should not exceed 250 words.**

- CO:1 11. (a) Analyze the difference between a website and a blog.

K:4

**(OR)**

- (b) Discover the steps to create a simple social media strategy for a small business.

- CO:2 12. (a) Evaluate the advantages of using WordPress for building a website.

K:4

**(OR)**

(b) Evaluate the effectiveness of podcasting as a digital marketing tool.

CO:3 13. (a) Compare the advantages of Facebook vs. LinkedIn

K:2

**(OR)**

(b) Show how to upload images or videos on media communities

CO:4 14. (a) Differentiate between wikis and social search portals as social tools.

K:5

**(OR)**

(b) Assess the impact of a well-populated social media newsroom on audience engagement.

CO:5 15. (a) Compare Web 2.0 features vs. Web 3.0 (Semantic Web) features

K:4

**(OR)**

(b) Analyze the differences between a qualitative and quantitative framework for measuring website success.

**PART – C (5 X 8 = 40 Marks)**

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

**Answer should not exceed 600 words.**

CO:1 16. (a) Show how multimedia elements can be effectively used while preparing content for blog posts.

K:2

**(OR)**

(b) Evaluate the role of SEO in increasing traffic to blog content.

CO:2 17. (a) Show how webcasting can be implemented for online communication or marketing.

K:4

**(OR)**

(b) Examine the structure of a WordPress website and explain its main components.

CO:3 18. (a) Evaluate the role of search engine placement in improving visibility of your social media posts.

K:5

**(OR)**

(b) Compare social bookmarking and crowd-sourced news sites and explain their role in content promotion.

CO:4 19. (a) Apply the steps to add a widget or badge to a WordPress site  
K:3 to highlight your social media presence.

**(OR)**

(b) Demonstrate how to use a social calendar to schedule content for a blog or social media platform.

CO:5 20. (a) Demonstrate how to streamline a web presence by  
K:4 integrating social media, blogs, and website content.

**(OR)**

(b) Examine the role of mobile technology in enhancing user experience and website performance.