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Reg. No. : .....

Code No. : 8392

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M.C.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2024.

Third Semester

Computer Application

Skill Enhancement Course — SOCIAL NETWORKS

(For those who joined in July 2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (15 × 1 = 15 marks)

Answer ALL questions.

Choose the correct answer :

1. What is the primary purpose of social media platforms?
  - (a) Providing weather updates
  - (b) Facilitating online shopping
  - (c) Connecting people and fostering communication
  - (d) Providing medical advice

2. Which is the term for a social media post that goes viral being widely shared and discussed
  - (a) Trending
  - (b) Overheating
  - (c) Memorable
  - (d) Popularizing
3. Which of the following is not a social media platform
  - (a) LinkedIn
  - (b) Myspace
  - (c) Ms-word
  - (d) Instagram
4. Which database is required by word press?
  - (a) MySQL
  - (b) MongoDB
  - (c) RDB
  - (d) Foxpro
5. \_\_\_\_\_ is more associated with streaming Video and Audio
  - (a) Podcasting
  - (b) Webcasting
  - (c) Democasting
  - (d) Mediacasting
6. CMS stands for \_\_\_\_\_
  - (a) Content Management System
  - (b) Creator Management System
  - (c) Customer Manager Source
  - (d) Customer Management Source

7. What is common between the following? Facebook, Twitter, Instagram
- (a) All are accessible from dark web
  - (b) All are social networking sites
  - (c) All are news websites
  - (d) All are banned websites
8. Which of the following is image sharing software?
- (a) Wikipedia
  - (b) Youtube
  - (c) Flickr
  - (d) Picasa
9. Which one of the following is most popular social media network?
- (a) Myspace
  - (b) Niche
  - (c) Facebook
  - (d) Paint
10. What is a widget in word press?
- (a) The element that adds new feature to the theme
  - (b) New theme type
  - (c) Editor of a wordpress theme
  - (d) Database

11. \_\_\_\_\_ is a small image that you invite people to grab from your side
- (a) Widget
  - (b) Badge
  - (c) Blog
  - (d) CSS
12. Social calendars, pages and search portals are called social \_\_\_\_\_
- (a) Media
  - (b) Network
  - (c) Book mark
  - (d) Tool
13. \_\_\_\_\_ sorts proper results based on searcher and business objectives
- (a) Ranking
  - (b) Relevance
  - (c) Irrelevance
  - (d) Sorting
14. The \_\_\_\_\_ is a vision about an extension of the existing WWW, which provides software programs which machine-interpretable metadata of the published information and data
- (a) Syntactic web
  - (b) Semantic web
  - (c) Information web
  - (d) Metadata web

15. A \_\_\_\_\_ is an internet social networking service that is decentralized and distributed across distinct service providers

- (a) Business social network
- (b) Distributed social network
- (c) Professional social network
- (d) Centralized social network

PART B — (5 × 4 = 20 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

16. (a) What are the main elements of a word press blog post?

Or

(b) Give a note on RSS feed and Blog directories.

17. (a) What do you mean by webcasting?

Or

(b) Write short note on Themes in word press.

18. (a) Why do we use Twitter?

Or

(b) What are the contents available in facebook homepage?

19. (a) Describe the social tool-social calendars.

Or

(b) Give a brief note on widget communities and directories.

20. (a) What is distributed social networking?

Or

(b) How to optimize the website?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

21. (a) Discuss in detail about RSS feeds in social network.

Or

(b) How to optimize and promoting your blogs and RSS feed in social media?

22. (a) How to create and upload podcast episodes?

Or

(b) Write short notes on the following :

(i) Diversity of word press sites

(ii) Anatomy of a word press site

(iii) Installing wordpress as a CMS

23. (a) Articulate image sharing sites in detail.

Or

(b) Define and describe social book marking and crowd sourcing.

24. (a) What is social media newsroom? How to build and populate social Media Newsroom?

Or

(a) How to use widgets in wordpress? Explain placing widgets in other websites.

25. (a) What is semantic web? Describe mobile technology in detail.

Or

(b) Differentiate Qualitative framework versus Quantitative framework.

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