

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 6110

H

Unique Paper Code : 2035001002

Name of the Paper : DIGITAL
COMMUNICATION-I

Name of the Course : COMMON PROG GROUP :
G.E.

Semester : II

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

SECTION - A

Attempt ANY three from the section.

Each question carries ten marks.

1. What features would you keep in mind when you use the following media to communicate? Write short notes on any two : (2×5)

P.T.O.

(a) Instagram

(b) WhatsApp

(c) Email

2. Your senior has secured one of the top hundred ranks in an entrance exam. Write a WhatsApp message congratulating her on this momentous occasion and seeking an appointment to interview her for your college magazine.
3. Highlight at least two ways in which social media communication such as Facebook and Instagram have transformed communication and social interactions.
4. Expand any five of the following abbreviations commonly used in WhatsApp messages :

LOL, Ofc, 4ever, 2moro, Obvs, OMW, IRL

5. Name at least three advantages LinkedIn has over conventional resumes.

SECTION - B

Attempt ANY three from the section.

Each question carries twenty marks.

6. Critically analyse a blog of your choice with reference to its content, target audience, and organization of material.
7. Create a LinkedIn profile documenting your area of interest, job skills, and expertise.
8. Write the script for a vlog on a food tour of Old Delhi recently conducted by a cultural group in the city.
9. What are the advantages of WhatsApp as a tool of instantaneous communication as against email? Discuss with suitable examples.

6110

4

10. Create a persuasive social media post announcing a cloth donation drive being organized in your college, encouraging students to participate in large numbers. You may hashtag the post.