

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 6502

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Unique Paper Code : 2035001002

Name of the Paper : DIGITAL COMMUNICATION – I

Name of the Course : COMMON PROGRAMME GROUP

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.

**Part A**

**(10×3=30)**

*Attempt ANY three from the section. Each question carries ten marks.*

*Attempt any three questions from this section.*

1. Write short notes on any **two** of the following : (2×5=10)
  - (a) Email etiquette
  - (b) Hashtag
  - (c) Search Engine Optimisation
2. What is a Vlog? What are the main characteristics of an engaging vlog? (10)
3. What is trolling on social media? Briefly discuss any two safe and responsible ways to deal with trolls. (10)
4. Explain the significance of a 'Professional Headline' and 'Keywords' on a LinkedIn profile. How do these elements help a student in their career networking and placement process? (10)
5. Expand and explain any **five** of the following abbreviations commonly used in digital communication :

|            |            |
|------------|------------|
| (i) FOMO   | (ii) DM    |
| (iii) FYI  | (iv) IMHO  |
| (v) ETA    | (vi) TBA   |
| (vii) ROFL | (viii) AFK |

(5×2=10)

P.T.O.

**Part B****(20×3=60)**

*Attempt any three from the section. Each question carries twenty marks.*

6. Your department is organising its annual student seminar and would like to invite a budding young author for the keynote address. As the student representative, compose a persuasive Email requesting the author to accept the invitation. Mention all the relevant details of the event. Emphasise how their presence would inspire and motivate the students. (20)
7. You are the president of the NSS unit of your college which is organising a Clothes Donation Drive for migrant laborers and their families. Draft the following messages (Use appropriate formal/informal language as per the target readers/ listeners.):
  - (i) Create a WhatsApp message about the drive to be circulated on the students' and teachers' groups. Include details about the date, time and venue of the drive. (10)
  - (ii) Create a Facebook post to share the information about the drive, urging students to volunteer and donate generously for the cause. (10)
8. Describe any two popular memes that you enjoy watching and often share with your family and/or friends. Explain the reasons for the popularity of the memes and why they appeal to you personally? (20)
9. Is it appropriate to post pictures of people on social media without their consent? Discuss the ethical implications of such an act. Explain the psychological and social impact it can have on the person/s whose pictures are shared without their permission. Suggest ways to protect one's privacy online. (20)
10. Write a persuasive blog post to raise awareness about mental well-being among students highlighting five ways of coping with the stress and challenges of student life. Also give a catchy title to your post. (20)

**(2500)**