

Dr. Babasaheb Ambedkar Open University, Ahmedabad

Term-End Examination : January-2026

Course Name : BSCIT

Subject Name : Social Media and BLOG Writing-I

Subject Code : BSCITRAE-305

Date : 20-02-2026

Time : 03:00PM TO 04:00PM

Max Marks : 35

Section A

Q.-1. Answer the following (Attempt any two)

(20)

- (1) Social media is described as a "double-edged sword." Elaborate on this statement by analyzing three positive and three negative impacts of social media on society.
- (2) What is a blog? Differentiate between a blog and a website. Explain any four different types of blogs with their purposes and examples.
- (3) Describe the essential components of a well-structured blog post, from Title to Call-to-Action. Explain the purpose and best practices for writing each component.
- (4) What is Search Engine Optimization (SEO) in the context of blogging? Explain the key on-page SEO elements a blogger must optimize to improve a blog's visibility.

Section B

Q.-2. Write short notes on any two of the following topics.

(10)

- (1) Explain any two current trends in social media development.
- (2) Differentiate between 'Individual Users' and 'Influencers/Content Creators' as categories of social media users.
- (3) Explain the terms 'Blog Theme' and 'Blog Niche' with suitable examples.
- (4) Explain the graphic design principle of "Visual Hierarchy" and its importance for non-designers creating visual content.

Section C

Q.-3. Choose the correct answer from the options given below

(05)

(1) Which communication model is used by social media?

- | | |
|-----------------|----------------|
| A) One-to-one | B) One-to-many |
| C) Many-to-many | D) None |

(2) Which trend personalizes user content on social media?

- | | |
|-------------|----------------------------|
| A) Blogging | B) Artificial Intelligence |
| C) Email | D) Forums |

(3) Short-form videos usually last for:

- | | |
|------------------|----------------|
| A) 5–10 minutes | B) 1–2 minutes |
| C) 15–60 seconds | D) 20 minutes |

(4) The metaverse allows interaction using:

- | | |
|------------|---------------|
| A) Emails | B) Blogs |
| C) Avatars | D) Text files |

(5) Social networking sites help users to:

- | | |
|-------------------|------------------------|
| A) Transfer files | B) Build relationships |
| C) Edit videos | D) Write code |
