

Dr. Babasaheb Ambedkar Open University
Term End Examination July – 2026

Course	: BSCIT	Date	: 20/08/2026
Subject Code	: BSCITRAE-305	Time	: 03:00pm to 04:00pm
Subject Name	: Social Media and BLOG Writing-I	Duration	: 01 Hour
		Max. Marks	: 35

Section A

Answer the following (Attempt any two) (20)

1. Explain current Trends in Social Media Developing.
2. What is Social Media Platform? Explain various types of Social Media Platform.
3. What is a Blog? Explain Professional Blog and Educational Blog.
4. Describe the layout and navigation structure of an effective blog.

Section B

Answer the following (Attempt any two) (10)

1. What are Niche Blogs? Explain with examples.
2. Explain Impact of Online Reputation.
3. Explain the factors to consider while choosing fonts, colors, and themes for a blog.
4. What is performance monitoring in blogging?

Section C

Part-A (Multiple Choice Questions) (5)

1. Which of the following is a key feature of social media?

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|---------------------------|------------------|
| a) One-way communication | b) High cost |
| c) User-generated content | d) Limited reach |

2. Messaging platforms are mainly used for:

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|-------------------------|---------------------|
| a) Photo editing | b) Programming |
| c) Direct communication | d) Video production |

3. A blog post is usually displayed in which order?

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|-----------------|------------------|
| a) Alphabetical | b) Random |
| c) Hierarchical | d) Chronological |

4. The term netiquette refers to:

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|----------------------|-----------------------|
| a) Digital etiquette | b) Online safety laws |
| c) Internet Speed | d) Website desing |

5. Identifying trends and keywords helps to improve:

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|----------------------|-------------------------|
| a) Content length | b) Blog discoverability |
| c) Page loading time | d) Comment moderation? |