

. Unit wise Question Bank:

UNIT-1

S.No	Questions	BT	CO	PO
1	Define social media.	L1	CO1	PO1
2	What is meant by user-generated content?	L4	CO1	PO2
3	Name any two social networking sites.	L1	CO1	PO1
4	What is digital communication?	L1	CO1	PO1
5	Define cutting edge technology.	L1	CO1	PO5
6	Define bleeding edge technology.	L1	CO1	PO5
7	What is online privacy?	L1	CO1	PO8
8	What is social networking?	L1	CO1	PO1
9	Mention two advantages of social media.	L1	CO1	PO10
10	Mention two disadvantages of social media.	L3	CO1	PO6
Part – B (Long Answer Questions)				
11	Explain social media and its classifications in detail.	L2	CO1	PO1
12	Discuss cutting edge versus bleeding edge technologies with examples.	L4	CO1	PO5
13	Explain the role of security in social media.	L2	CO1	PO8
14	Discuss the positive and negative impacts of social media.	L4	CO1	PO6
15	Explain “Taking the Good with the Bad” in social media usage.	L2	CO1	PO6
16	Explain social media in brief.	L2	CO1	PO1
17	Write the characteristics of social media.	L2	CO1	PO1
18	Differentiate between cutting edge and bleeding edge technology.	L4	CO1	PO5
19	List the types of social media and Explain	L2	CO1	PO1
20	What are the problems associated with social media?	L2	CO1	PO6