

MCQ

1. Which social network is considered the most popular for social media marketing?

Twitter

Facebook

LinkedIn

WhatsApp

Ans. Facebook

2. Just like email, ____ was originally intended for one-to-one communication, but it's now used as a way for governments and businesses to broadcast messages to many phones at once, and the 160 character limit is still there.

Twitter

SMS

E-mail

LinkedIn

Ans. SMS

3. Contact information, CC, salutation, body, signature are parts of _____.

A letter

An e-mail

A blog

None of these

4. What is meant by 'micro-blogging'?

Blogs which are posted by companies, not individuals

Blogging from mobile devices

All of these

Blogs with limited individual posts, limited by character count typically

Ans. Blogs with limited individual posts, limited by character count typically

5. _____ help the writer to convey a clearer sense of the attitude or emotion that he or she wishes to present with the text of the message.

Emoticons

Blogs

Letters

Tweets

Ans. Emoticons

6. Define netiquette with examples.

7. Write a short note on the following:

- a. Ways to respond to good messages, bad messages and persuasive messages.
- b. DBMS V/S traditional ways of data storage.

8. How is writing for online media different from other mediums?

