

---

(A) Complete the sentences.

- (1) Several apply captions are collectively referred to as social media because its primary purpose is for communication and to help your friends and dearones.
- (2) Facebook has also become one of the biggest tools for marketing because every company wants to have its products advertised and talked about.
- (3) When you tweet your follower receive it and they like it or retweet it.
- (4) LinkedIn is a business and employment oriented social networking service that facilitates professionals to remain linked.
- (5) You tube is a website that allows users to upload videos and views other videos on the site.

(B) answer the following questions.

Q(1) How has the social media revolutionised our lives?

Ans – The arrival of social media platforms like face book twitter and whatsapp that instantaneous messaging has revolutionised. Sending pictures, videos, songs, audios and text have become very simple. It is utilised by elders college and school students business and several other organisations.

Q(2) Give two features of face book?

Ans – It allows you to choose your friends and make a group. It permits you to find friends in an instant across the world .

Q(3) why has social media marketing been so effective?

Ans – Social media marketing is the use of social media platforms and websites to reach out and promote a product or service to the desired customer base. This enables business organisations individuals to sell a product directly to the customer.

Q(4) Mention three advantages of the social media.

Ans- Three advantages of the social media ore following

- (1) Global connectivity
- (2) Speedy news
- (3) Real time information access
- (4) Pin-pointed advertising

Q(5) List three disadvantages of the social media.

Ans- three disadvantages of the social media are following

- (1) Cyberbullying crime
- (2) Time waster
- (3) Addiction
- (4) Invasion of privacy