



# UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program : Seventh Semester – Fall 2021

Roll No. ....

Paper: Electronic Media and Virtual Society

Course Code: SOC-403

Time: 3 Hrs. Marks: 60

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**Q.1. Define the following with relevant examples:**

**(6x5=30)**

1. Virtual Community
2. Miracle of Internet
3. Online Deception
4. Online Identity
5. Virtual Marketing
6. Online World

**Q.2. Answer the following questions.**

**(3x10=30)**

1. What do you mean by extending the classroom walls? Discuss in detail and give examples
2. What are the major principles for making virtual communities work? Give Examples
3. Discuss the concept of identity and deception in the online spaces