

Roll No.



**PRESIDENCY
UNIVERSITY**
BENGALURU

Department of Research & Development
Mid - Term Examinations - SEPTEMBER 2024

Odd Semester: Ph.D. Course Work	Date: 28/09/2024
Course Code: MBA3027	Time: 2:00pm – 3:30pm
Course Name: Social Media Marketing	Max Marks: 50
Department: SOM	Weightage: 25%

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 5 marks.		4Qx5M=20M
1	Identify the different ways to monitor online reputation of social media brands.	5 Marks
2	Explain the Social Media Marketing Planning Cycle with suitable examples.	5 Marks
3	Write short notes on the following; a) Twitter b) Facebook c) Pinterest d) YouTube.	5 Marks
4	Describe the reasons for privacy setting in social networking sites?	5 Marks

Part B

Answer ALL Questions. Each question carries 15 marks.		2Qx15M=30M
5	Design a social media plan for any retail brands in India to reach out customers by using different social networking sites.	15 Marks
6	Elaborate your understanding on Facebook Brand Pages marketing tactics with suitable examples.	15 Marks