



# PRESIDENCY UNIVERSITY

BENGALURU

Roll No.												
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## End - Term Examinations – MAY 2025

Date: 23-05-2025

Time: 01:00 pm –04:00 pm

<b>School:</b> SOM-UG	<b>Program:</b> BBA Digital Marketing	
<b>Course Code:</b> BBA3061	<b>Course Name:</b> Social Media Marketing	
<b>Semester:</b> IV	<b>Max Marks:</b> 100	<b>Weightage:</b> 50%

CO - Levels	C01	C02	C03	C04	C05
<b>Marks</b>	<b>11</b>	<b>26</b>	<b>26</b>	<b>11</b>	<b>26</b>

### 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 2 marks.

10Q x 2M=20M

1.	Define social media marketing.	2 Marks	L1	C01
2.	Differentiate between the Social Commerce and the Social Publishing.	2 Marks	L1	C01
3.	List the benefits of performing a social media content audit for a brand.	2 Marks	L2	C02
4.	A brand wants to compare the engagement rates of two posts: Post A: 600 engagements, 12,000 followers Post B: 450 engagements, 9,000 followers Identify which post had a higher engagement rate.	2 Marks	L2	C02
5.	List the factors that can impact the cost of Facebook advertising.	2 Marks	L2	C03
6.	Define Instagram Marketing.	2 Marks	L2	C03
7.	List the types of LinkedIn ads.	2 Marks	L3	C04
8.	Mention the ways to increase website traffic in Twitter/X.	2 Marks	L3	C04
9.	List the popular email automation tools.	2 Marks	L3	C05
10.	Mention the trends currently shaping mobile marketing.	2 Marks	L3	C05

## Part B

Answer ALL the Questions. Each question carries 7 Marks.

Total Marks 35M

11.	Explain the social media value chain and its significance in marketing.	07 Marks	L1	C01
Or				
12.	A new e-commerce brand is looking to choose the best social media platform for promotions. Compare and contrast different platforms to help them decide.	07 Marks	L1	C01
13.	A brand notices inconsistent engagement across its social media platforms. Propose a structured approach to conducting a social media content audit, highlighting key areas of evaluation and how the insights can improve content strategy.	07 Marks	L2	C02
Or				
14.	Zomato wants to repurpose its old content for different social media platforms. Suggest innovative ways to do this effectively.	07 Marks	L2	C02
15.	Explain the anatomy of a Facebook ad campaign and its three levels.	07 Marks	L2	C03
Or				
16.	Outline the steps involved in the process of creating an Instagram Business Account.	07 Marks	L2	C03
17.	Describe the step-by-step process to create a LinkedIn ad campaign.	07 Marks	L3	C04
Or				
18.	Elaborate the structure of an X (Twitter) marketing strategy with suitable examples.	07 Marks	L3	C04
19.	Explain the steps to set up an automated email campaign.	07 Marks	L3	C05
Or				
20.	Explain how mobile analytics help track campaign performance.	07 Marks	L3	C05

## Part C

Answer any Three Questions. Each question carries 15 marks

3Q x 15M=45M

21.	A social media manager must ensure regular content posting for a brand's monthly campaign. Create a content calendar with post types, frequency, and platform strategies to boost engagement.	15 Marks	L2	C02
22.	A beauty brand aims to promote a festive offer through Instagram. Draft a content plan using Reels, Stories, and Sponsored Posts.	15 Marks	L2	C03
23.	A content creator wants to grow their YouTube channel revenue. Suggest ways to use AdSense, memberships, and analytics effectively.	15 Marks	L3	C05
24.	A new mobile app is launching a nationwide awareness campaign. Propose a mobile marketing strategy using SMS, social media, and push notifications.	15 Marks	L3	C05