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# PRESIDENCY UNIVERSITY

BENGALURU

## End - Term Examinations –MAY 2025

Date: 26-05-2025

Time: 01:00 pm – 04:00 pm

<b>School:</b> SOD	<b>Program:</b> BSM/BDF/BDC/BDS	
<b>Course Code:</b> BBA1026	<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
Marks	25	25	25	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 2marks.

10Q x 2M=20M

1.	Explain the term "Hash tags" in Instagram marketing.	2 Marks	L1	C03
2.	List any four social media platforms commonly used for marketing.	2 Marks	L1	C01
3.	State two monetization options available on YouTube.	2 Marks	L1	C01
4.	Explain the impact of colors in social media posts.	2 Marks	L1	C02
5.	Mention any two Instagram marketing strategies.	2 Marks	L1	C03
6.	Select any two key elements that influence visual design in social media.	2 Marks	L2	C02
7.	Differentiate between interactive and informative posts.	2 Marks	L1	C02
8.	Identify any two objectives of Instagram marketing	2 Marks	L1	C03
9.	List two tools used for content creation.	2 Marks	L1	C02
10.	Classify different types of content used on Instagram and Pinterest.	2 Marks	L2	C02

## Part B

### Answer the Questions

Total Marks 80M

11.	a.	Choose the most appropriate social media platforms for launching a luxury skincare brand and justify your selection with strategy and audience targeting.	20 Marks	L3	CO 4
Or					
12.	a.	Illustrate how to create a content mix strategy using sales, interactive, and informative posts for an online fashion brand?	20 Marks	L3	CO 2
13.	a.	Identify the steps involved in creating a LinkedIn campaign for B2B lead generation. Support your answer with real-world examples.	20 Marks	L2	CO 4
Or					
14.	a.	Identify the components of a Facebook Ad campaign and explain how to optimize it for engagement and conversion.	20 Marks	L2	CO 3
15.	a.	Interpret how a brand can use different social media platforms (Face book, Instagram, LinkedIn, Twitter, and YouTube) to target distinct audience segments effectively?	20 Marks	L2	CO 3
Or					
16.	a.	Explain the role of influencers in building a successful social media marketing strategy. Use examples from Instagram and YouTube.	20 Marks	L2	CO 2
17.	a.	Apply the social media marketing strategy model (listen → goal setting → strategy → implementation → measure → improve) to launch a new local fashion brand.	20 Marks	L3	CO 1
Or					
18.	a.	Illustrate the use of hash tags and influencer marketing on Instagram to increase brand visibility. Use real or hypothetical examples.	20 Marks	L3	CO 3