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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – MAY 2025** |
| **Date:** 22-05-2025 **Time:** 01:00 pm – 04:00 pm |

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| **School:** SOL | **Program:** BA/BBA/B.COM- LLB | |
| **Course Code :** BAJ1028 | **Course Name:** Content Creation for Social Media | |
| **Semester**: X | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **30** | **35** | **35** |  |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2marks. 10Q x 2M=20M** | | | | |
| **1.** | Name five major social media platforms used for content marketing. | **2 Marks** | **L1** | **CO1** |
| **2.** | List the four stages of the content creation process. | **2 Marks** | **L1** | **CO1** |
| **3.** | Define "virality" in the context of social media content. | **2 Marks** | **L1** | **CO1** |
| **4.** | Identify three types of content commonly shared on social media. | **2 Marks** | **L1** | **CO1** |
| **5.** | What are the key elements of a compelling narrative in storytelling? | **2 Marks** | **L1** | **CO1** |
| **6.** | Name two AI tools used for visual content creation. | **2 Marks** | **L1** | **CO1** |
| **7.** | List three formats of multimedia content on Instagram. | **2 Marks** | **L1** | **CO1** |
| **8.** | What are the three main aspects of writing for social media? | **2 Marks** | **L1** | **CO1** |
| **9.** | Define "user-generated content" in social media marketing. | **2 Marks** | **L1** | **CO1** |
| **10.** | Name two AI applications in content ideation | **2 Marks** | **L1** | **CO1** |

**Part B**

**Answer the Questions. Total Marks 80M**

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| 11. | a. | Explain the importance of knowing your audience while designing content. | 10 Marks | L1 | CO1 |
| Or | | | | | |
| 12. | **a.** | Describe how visual and audio elements support storytelling in reels. | **10 Marks** | **L1** | **CO1** |

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| 13. | a. | Explain how storytelling increases viewer retention in reels. | 10 Marks | L2 | CO2 |
| Or | | | | | |
| 14. | **a.** | Illustrate how tone and style vary across Facebook, Instagram, and Twitter. | **10 Marks** | **L2** | **CO2** |

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| 15. | a. | Explain how live content fosters community engagement. | 10 Marks | L2 | CO2 |
| Or | | | | | |
| 16. | **a.** | Discuss the use of Canva AI or Adobe Firefly in graphic storytelling. | **10 Marks** | **L2** | **CO2** |

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| 17. | a. | Differentiate the tone used in storytelling for Twitter and TikTok. | 15 Marks | L2 | CO2 |
| Or | | | | | |
| 18. | **a.** | Explain how to adapt one content idea for multiple platforms. | **15 Marks** | **L2** | **CO2** |

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| 19. | a. | Explain the difference between AI-generated and human-generated content. | 15 Marks | L3 | CO3 |
| Or | | | | | |
| 20. | **a.** | How can AI tools assist in aligning brand identity across visuals? | **15 Marks** | **L3** | **CO3** |

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| 21. | a. | Compare the effectiveness of text-based content (such as blogs, captions, and tweets) with visual content (images, videos, carousels) in driving audience engagement on social media.  Evaluate how different types of content appeal to various audience preferences and platforms. Discuss which content formats are more likely to attract attention, retain viewers, and encourage interaction, based on platform dynamics and user behavior. | 20 Marks | L3 | CO3 |
| Or | | | | | |
| 22. | **a.** | Has social media made human communication more interactive or more superficial? Discuss with reference to modern audience behavior and content trends.  Critically explore the dual nature of social media—its capacity to foster real-time, global conversations, while also promoting short attention spans, curated personas, and surface-level interactions. Support your response with examples from current trends and research on digital behavior. | **20 Marks** | **L3** | **CO3** |