PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – MAY 2025

Date: 29-05-2025   **Time:** 01:00 pm – 04:00 pm

School: SOM-UG	**Program:** BBA (DIGITAL MARKETING)
Course Code : BAJ1028	**Course Name:** Content Creation for Social Media
Semester: II	**Max Marks**: 100 **Weightage**: 50%

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

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.	Mention two tools used for creating social media graphics.	2 Marks	L1	CO1
2.	What are the four stages of the content creation process?	2 Marks	L1	CO1
3.	What is 'trending content'?	2 Marks	L1	CO1
4.	What is the primary purpose of hashtags in social media posts?	2 Marks	L1	CO1
5.	What does 'shareability' mean?	2 Marks	L1	CO1
6.	Name two AI tools used for visual content creation.	2 Marks	L1	CO1
7.	List two benefits of using Canva for content creation.	2 Marks	L1	CO1
8.	What is meant by 'cross-posting' in 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**

11.	a.	Explain the importance of knowing your audience while designing content.	10 Marks	L1	CO 1
		Or			
12.	a.	Explain the stages in a social media content creation pipeline.	10 Marks	L1	CO 1

13.	a.	Explain why visual storytelling is essential in social media.	10 Marks	L2	CO 2
		Or			
14.	a.	Which is more effective for B2B marketing: LinkedIn or YouTube? Justify.	10 Marks	L2	CO 2

15.	a.	Discuss why storytelling is important in social media marketing.	10 Marks	L2	CO 2
		Or			
16.	a.	How does AI assist in automating the content creation process?	10 Marks	L2	CO 2

17.	a.	Differentiate the tone used in storytelling for Twitter and TikTok.	15 Marks	L2	CO 2
		Or			
18.	a.	Explain how to adapt one content idea for multiple platforms.	15 Marks	L2	CO 2

19.	a.	Explain the difference between AI-generated and human-generated content.	15 Marks	L3	CO 3
		Or			
20.	a.	How can AI tools assist in aligning brand identity across visuals?	15 Marks	L3	CO 3

21.	a.	Do you believe that short-form video content (such as TikTok and Instagram Reels) is more effective than long-form content (like YouTube videos or blogs) in today's social media landscape? Critically assess the strengths and limitations of both formats in terms of user engagement, content depth, shareability, and audience retention. Use examples to justify your argument and explore how different platforms serve varying audience needs and content goals.	20 Marks	L3	CO 3
		Or			
22.	a.	Assess the role of social media in shaping political opinions among youth.	20 Marks	L3	CO 3

		Critically evaluate how platforms such as Instagram, Twitter (X), and TikTok influence the political beliefs and behaviors of young people. Discuss how algorithmic content exposure, influencer activism, meme culture, and political campaigns contribute to opinion formation and civic engagement among youth. Include examples of recent movements or elections where social media played a key role.			