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PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date: 09-10-2025

Time: 11.45am to 01.15pm

School: SOM-UG/SOC	Program: BBA/BBA-Aviation	
Course Code: BBA3073	Course Name: Social Media and HRM	
Semester: V	Max Marks: 50	Weightage: 25%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	26	24	-	-	-

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.

5Q x 2M=10M

1	Define social media in the context of Human Resource Management.	2 Marks	L1	CO1
2	State two key benefits of using social networking websites (SNWs) in HR functions.	2 Marks	L1	CO1
3	Recall two challenges organizations face when using social media in HR.	2 Marks	L1	CO1
4	Identify two types of recruitment methods commonly used in companies.	2 Marks	L1	CO2
5	State the meaning of digital employer branding.	2 Marks	L1	CO2

Part B

Answer ALL the Questions. Each question carries 10 marks.

4Q x 10M=40M

6.	Explain how social networking websites (SNWs) can be applied in different HR functions such as recruitment, training, and employee engagement.	10 Marks	L2	CO 1
Or				
7.	Discuss the benefits and challenges faced by HR managers in adopting	10 Marks	L2	CO

8.	Explain the role of social media analytics tools in HR decision-making. How can metrics like reach, engagement rate, sentiment, and shares help organizations make effective HR strategies? Provide suitable examples.	10 Marks	L2	CO 1
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Or

9.	Explain the purpose of a social media policy in an organization. How does it protect both the company and employees?	10 Marks	L2	CO 1
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10.	Compare internal and external recruitment sources. How has social media impacted each of these sources?	10 Marks	L2	CO 2
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Or

11.	Explain with examples how companies design recruitment campaigns on social media platforms to attract young talent.	10 Marks	L2	CO 2
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12.	Differentiate between internal digital branding and external digital branding with suitable company examples.	10 Marks	L2	CO 2
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Or

13.	Describe the concept of Employee Value Proposition (EVP). How can organizations use social media to communicate EVP effectively?	10 Marks	L2	CO 2
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