



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.																			
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End - Term Examinations - December 2025

Date: 15-12-2025

Time: 1.00pm to 04.00pm

School: SOC / SOM (UG)	Program: BBA/BBA-Aviation		
Course Code: BBA3073	Course Name: Social Media and HRM		
Semester: V	Max Marks: 100	Weightage: 50%	

CO - Levels	C01	C02	C03	C04
Marks	26	26	43	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.	Explain the term social networking websites (SNWs) in the context of HR functions.	2 Marks	L2	C01
2.	Identify and explain two social networking platforms widely used for HR functions.	2 Marks	L2	C01
3.	Describe how organizations use social media to communicate their employee value proposition (EVP).	2 Marks	L2	C02
4.	Compare internal and external digital employer branding.	2 Marks	L2	C02
5.	Outline the concept of social learning.	2 Marks	L2	C03
6.	Summarize how technology supports heutagogical learning environments.	2 Marks	L2	C03
7.	Illustrate how microlearning enhances engagement on SNWs.	2 Marks	L2	C03
8.	Highlight one privacy issue in using SNWs for appraisal.	2 Marks	L2	C04
9.	Discuss how social networking websites assist in HR planning.	2 Marks	L2	C04
10.	Describe one way SNW data can be used for employee evaluation.	2 Marks	L2	C04

Part B

Answer ALL the Questions. Each question carries 7 marks.

5Q x 7M = 35M

11.	Explain the benefits and challenges of using social networking websites for HR functions	07 Marks	L2	CO1
Or				
12.	Discuss how social media terminology (hashtags, handles, analytics etc) supports HR communication.	07 Marks	L2	CO1
13.	Explain how organizations design recruitment messages for social media platforms to attract applicants.	07 Marks	L2	CO2
Or				
14.	Discuss the role of social media in strengthening digital employer branding, with suitable examples.	07 Marks	L2	CO2
15.	Illustrate how an organization can choose appropriate instructional approaches for training employees using social networking websites.	07 Marks	L2	CO3
Or				
16.	Illustrate, with examples, how microlearning through SNWs improves engagement and learning outcomes.	07 Marks	L2	CO3
17.	Explain how social networking insights can support manpower planning, with examples from employee profiles or online activity for recruitment.	07 Marks	L2	CO4
Or				
18.	Explain the types of performance appraisal errors that may occur when using SNW data, with examples.	07 Marks	L2	CO4
19.	Demonstrate how SNWs can help HR monitor ongoing performance while highlighting the challenges of maintaining fairness	07 Marks	L3	CO4
Or				
20.	Apply the concept of talent management to demonstrate how HRP helps in retaining high-potential employees.	07 Marks	L3	CO4

Part C

Answer any three Questions. Each question carries 15marks

3Q x 15M=45M

21.	Explain how social networking websites have transformed traditional HR operations. Discuss with examples from staffing, communication, and engagement.	15 Marks	L2	CO1
22.	Discuss how organizations use social media to build recruitment pipelines. Explain strategies, content types, and candidate interaction methods.	15 Marks	L2	CO2

23.	Discuss how organizations can design effective training programs using the ADDIE framework, incorporating VARK learning styles and social networking websites to enhance knowledge sharing, engagement, and collaborative learning	15 Marks	L2	C03
24.	Discuss the benefits and challenges of using social networking websites for employee training and collaborative learning in modern organizations	15 Marks	L2	C03
25.	Develop a social-media-based performance appraisal framework for a startup by applying any two existing appraisal methods and adapting them for platforms such as LinkedIn, Workplace, or Slack.	15 Marks	L3	C04