Roll No.												

PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – December 2025

Date: 05-01-2026 **Time:** 09:30am – 12:30pm

School: SOM-PG	**Program:** MBA	
Course Code: MBA3027	**Course Name**: Social Media Marketing	
Semester: III	**Max Marks**: 100	**Weightage**: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	19	19	31	31	

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 3 marks. 10Q x 3M=30M

1.	Summarize the main functions of social media marketing.	**3 Marks**	**L2**	**CO1**
2.	Define the term 'Rules of Engagement' in social media.	**3 Marks**	**L2**	**CO1**
3.	Illustrate how Instagram Stories support brand engagement.	**3 Marks**	**L2**	**CO1**
4.	Explain how businesses use YouTube for marketing.	**3 Marks**	**L2**	**CO2**
5.	Explain the role of KPIs in measuring campaign success.	**3 Marks**	**L2**	**CO2**
6.	Illustrate how can Hootsuite simplify social media management.	**3 Marks**	**L2**	**CO2**
7.	Compare Telegram with WhatsApp in marketing usage.	**3 Marks**	**L2**	**CO3**
8.	List the six social media visuals created using Canva.	**3 Marks**	**L2**	**CO3**
9.	Outline how to optimize a LinkedIn Page for engagement.	**3 Marks**	**L2**	**CO4**
10.	Explain the benefit of content calendars in social campaigns.	**3 Marks**	**L2**	**CO4**

Part B

Answer the Questions. **Total Marks 40M**

11.	**a.**	Apply content creation techniques to develop posts that encourage audience sharing.	**10 Marks**	**L3**	**CO1**
		Or			
12.	**a.**	Plan strategies to organically increase YouTube subscribers for an emerging creator.	**10 Marks**	**L3**	**CO1**

13.	**a.**	Develop SMART goals for a six-week B2B LinkedIn awareness campaign.	**10 Marks**	**L3**	**CO2**
		Or			
14.	**a.**	Organize a multi-platform content calendar for a tech brand.	**10 Marks**	**L3**	**CO2**

15.	**a.**	Design an Instagram campaign to promote eco-friendly lifestyle products.	**10 Marks**	**L3**	**CO3**
		Or			
16.	**a.**	Develop a YouTube-based educational campaign for a university.	**10 Marks**	**L3**	**CO3**

17.	**a.**	Apply Canva tools to construct a brand identity kit for a startup.	**10 Marks**	**L3**	**CO4**
		Or			
18.	**a.**	Choose suitable AI tools to solve challenges in managing large-scale social media campaigns.	**10 Marks**	**L3**	**CO4**

Part C

Answer all the Questions. Each question carries 15 marks **2Q x 15M=30M**

19.	**a.**	**CASE STUDY: Creating Paid Social Campaign Visuals for "TasteCraft Café"** TasteCraft Café is a fast-growing premium coffee chain in Bengaluru known for its artisanal brews and handcrafted pastries. The brand enjoys strong footfall but wants to expand through targeted paid social media campaigns. The management decided to launch a 3-month digital advertising plan focusing on Instagram, Facebook, and YouTube. The marketing team assigned a designer to create visuals using Canva. They planned to create six paid creatives: a Facebook Cover, Facebook Post, YouTube Thumbnail, YouTube Channel Art, Instagram Post, and Twitter Header. The campaign goal was to increase cafeteria footfall by promoting a new "Seasonal Brews Festival."	**15 Marks**	**L5**	**CO3**

		Before designing, the team researched competitor visuals. They found that high-quality imagery of beverages, minimalist layouts, and warm color tones performed well. TasteCraft aimed to differentiate itself by integrating storytelling—showing behind-the-scenes brewing, customer interactions, and café ambience. The ad strategy required consistency across all platforms. Instagram would focus on carousel ads, Facebook on event promotion banners, and YouTube on visually appealing thumbnails. The YouTube Channel Art needed a clean layout with brand colors and the new tagline: "Crafted Fresh, Served Warm." While designing the first draft, the team faced challenges with maintaining cross-platform consistency. Instagram visuals looked engaging, but the Facebook cover appeared too cluttered. The YouTube thumbnail lacked clarity when displayed on mobile devices. The marketing head instructed the designer to refine the visual hierarchy and adapt layouts for platform-specific dimensions. The team also planned A/B testing to compare minimalistic vs. vibrant visuals. The campaign timeline required completing all six visuals in two weeks to proceed with paid promotions. **Questions** **1.** *Design* a cohesive multi-platform visual strategy for TasteCraft Café by ensuring cross-platform alignment and brand consistency. (10 Marks) **2.** *Propose* two improvements to *adapt* the current visuals for better mobile-first performance. (5 Marks)			

20.	**a.**	**CASE STUDY: Proposing Paid Campaign Visuals for "CareHub Diagnostics"** CareHub Diagnostics is a premium health-check service offering preventive packages, home sample collection, and same-day lab reports. The company wants to scale its services through paid social media advertising. They aim to educate customers about preventive healthcare rather than just promotions. The Canva design team was instructed to create six paid visuals—Facebook Cover, Facebook Post, YouTube Thumbnail, YouTube Channel Art, Instagram Post, and Twitter Header. The campaign theme was "Health Begins Today." The designer conducted research and found that healthcare visuals required clarity, authenticity, and trust-based messaging. Competitors used blue and white color palettes, minimal icons, and smiling patient imagery. CareHub wanted to incorporate these elements while maintaining a distinctive brand identity.	**15 Marks**	**L5**	**CO4**

		During initial reviews, several issues appeared: 1. The Instagram Post lacked strong CTAs. 2. Facebook Cover appeared too text-heavy. 3. YouTube Channel Art failed to communicate the service-at-home benefit. 4. The Twitter Header did not match the brand's visual tone. The management requested improvements with a clean, modern design focusing on transparency, trust, and customer convenience. **Questions** **1.** *Propose* a complete redesigned visual framework that unifies CareHub's branding across all six paid visuals. (10 Marks) **2.** *Adapt* two existing visual components to improve clarity and trustworthiness in healthcare advertising. (5 Marks)			