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PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester Mid Term, March 2026

Date: 13/03/2026

Time: 02:00 PM - 03:30 PM

Course Code: DBS1013

Course Name: Social Media Management

Semester: Second Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	46	44

PART-A: Answer Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	Identify any two psychological factors influencing digital consumer behaviour.	2	CO1	BT1
2	Define social media.	2	CO1	BT1
3	List any four stages of digital consumer behaviour.	2	CO1	BT1
4	Compare content calendar and content scheduling in social media marketing.	2	CO2	BT2
5	Outline the key steps involved in creating a social media strategy aligned with business goals.	2	CO2	BT2

PART-B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	Explain the evolution of social media marketing and its impact on businesses.	10	CO1	BT2
7	Demonstrate how digital consumer behaviour differs from traditional consumer behaviour.	10	CO1	BT2

PART-C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
8	Illustrate the stages of digital consumer behaviour with suitable examples.	10	CO1	BT2

9	Infer the importance of developing a social media mindset for business growth.	10	CO1	BT2
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PART-D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
10	Apply the steps of social media strategy to design a plan for a new online coaching center.	10	CO2	BT3
11	Build a 7-day content calendar for a local gym to increase memberships.	10	CO2	BT3

PART-E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
12	Construct a storytelling framework to launch a new eco-friendly product on social media.	10	CO2	BT3
13	Develop a performance measurement plan for improving engagement on a brand's social media page.	10	CO2	BT3