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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: 11/03/2026

Time: 11:45 AM - 01:15 PM

Course Code: BBA3061

Course Name: Social Media Marketing

Semester: Fourth 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	Define Social Media Marketing.	2	CO1	BT1
2	State any two scopes of Social Media	2	CO1	BT1
3	List any five Social Media platforms.	2	CO1	BT1
4	Describe Content Repurposing.	2	CO2	BT1
5	List any four types of content that can be utilized for promotion in social media platforms.	2	CO2	BT1

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

Qn.No	Questions	M	CO	BT
6	Describe the importance of Social Media Marketing for modern businesses.	10	CO1	BT2
7	Explain any five roles of influencer in Social Media Marketing.	10	CO1	BT2

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

Qn.No	Questions	M	CO	BT
8	Urban Style, a fashion brand, regularly posts promotional content on Instagram and Facebook using paid advertisements. Although the brand gains visibility through ads, its organic reach remains very low. The company does not focus on hashtag strategy, profile optimization, SEO	10	CO1	BT3

	<p>keywords, or consistent engagement practices.</p> <p>Assume you are the Social Media Manager of UrbanStyle. Prepare suitable SMM and SMO strategies to enhance its digital presence and improve performance.</p>			
9	<p>Glow Nest is a newly launched organic skincare startup based in Bengaluru targeting women aged 18–35. The brand sells eco-friendly, chemical-free products through its website and Instagram page. Although the company posts product images regularly, it struggles with low engagement, limited brand awareness, and minimal website traffic. The brand has a small marketing budget and wants to focus mainly on Instagram, YouTube Shorts, and Pinterest.</p> <p>Assume you are appointed as the Social Media Manager to prepare suitable social media marketing strategy in detail for the brand of GlowNest.</p>	10	CO1	BT3

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

Qn.No	Questions	M	CO	BT
10	Compare the content workflow and the content lifecycle by illustrating them with a suitable example.	10	CO2	BT2
11	Explain the process involved in content creation for Social Media Marketing.	10	CO2	BT2

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

Qn.No	Questions	M	CO	BT
12	<p>A fashion startup redesigned its Instagram page by changing its theme from soft pastel colors to bold red and black tones to attract more attention and increase engagement. After the redesign, the brand noticed changes in customer reactions and interaction levels.</p> <p>Explain briefly how the change in color theme may impact customer perception and engagement in social media marketing.</p>	10	CO2	BT3
13	Style Hive is a fast-growing fashion brand targeting college students and young professionals. Over the last three months, the brand has been posting mainly discount offers and product images on Instagram and Facebook. Although sales increased	10	CO2	BT3

during promotional periods, overall engagement (likes, comments, shares) has declined. Customers rarely interact with posts, and follower growth has slowed down. The brand does not currently use reels, polls, educational posts, influencer collaborations, or user-generated content.

Assume you are appointed as the Social Media Manager of StyleHive to prepare content mix strategy to identify the weaknesses in the current content approach and design a balanced content mix plan.