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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: 10/03/2026

Time: 09:30 AM - 11:00 AM

Course Code: BAJ1028	Course Name: Content Creation for Social Media	
Semester: Fourth Semester	Max. Marks: 50	Weightage: 50%

CO - Levels	CO1	CO2
Marks	50	35

Part A: Answer Any 2 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	Define audience behaviour and its importance in content creation	5	CO1	BT1
2	Discuss carousels, reels, and stories	5	CO2	BT2
3	Describe ideation and planning in content creation.	5	CO1	BT2

Part B: Answer Any 2 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
4	Explain the evolution and landscape of social media platforms and their impact on content formats	10	CO1	BT2
5	Discuss the basics of photography and videography for social media platforms.	10	CO2	BT2
6	Differentiate between user-generated content and professionally produced content with examples	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
7	Elaborate on how storytelling improves engagement on social media with suitable examples	20	CO2	BT2
8	1. As a content creator, summarise a content plan for one week for a brand/organisation using at least four	20	CO1	BT2

	content types (text, image, reels, live, etc.)			
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