



Even Semester End Term Examination, May / June 2026

Date: 27/05/2026

Time: 09.30 AM - 12.30 PM

Course Code: DBS1013

Course Name: Social Media Management

Semester: Second Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	72	36	36	36

Part A: Answer Following Questions. 20 M

Qn.No	Questions	M	CO	BT
1	List any two factors influencing digital consumer behaviour.	2	CO1	BT1
2	Recall social media mindset.	2	CO1	BT1
3	Name any two phases of social media evolution.	2	CO1	BT1
4	Recall content-driven value creation.	2	CO1	BT1
5	Define content calendar.	2	CO2	BT1
6	List any two objectives of paid social media advertising.	2	CO2	BT1
7	What is crisis management?	2	CO3	BT1
8	List any two types of social media advertisements.	2	CO3	BT1
9	Outline campaign reporting.	2	CO4	BT1
10	Recognize Social Media impressions.	2	CO4	BT1

Part B: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
11.a	Explain the stages of consumer behaviour in digital space with examples.	6	CO1	BT2
11.b	Explain factors influencing digital consumer behaviour.	10	CO1	BT2
12.a	Explain the characteristics of digital consumers in detail.	6	CO1	BT2
12.b	Explain the concept of social media mindset for business.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
13.a	Explain content-driven value creation with examples.	6	CO1	BT2
13.b	Describe consistency and brand personality in social media.	10	CO1	BT2
14.a	Explain the role of data analytics in social media marketing.	6	CO1	BT2
14.b	Explain the importance of trend awareness and adaptability.	10	CO1	BT2

Part D: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
15.a	Explain the steps to create a social media strategy aligned with business goals.	6	CO2	BT2
15.b	Illustrate the importance of a content calendar.	10	CO2	BT2
16.a	Explain the concept of content scheduling with an example.	6	CO2	BT2
16.b	Compare storytelling and branding in social media.	10	CO2	BT2

Part E: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
17.a	Construct a targeted advertising campaign for a new product launch.	6	CO3	BT3
17.b	Organise a social media advertising campaign using different ad formats.	10	CO3	BT3
18.a	Build a strategy to handle negative publicity effectively.	6	CO3	BT3
18.b	Plan a successful social media campaign based on the Nike “Dream Crazy” case.	10	CO3	BT3

Part F: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
19.a	Interpret the role of Google Analytics in social media campaigns.	6	CO4	BT2
19.b	Summarize the steps in reporting campaign results.	10	CO4	BT2
20.a	Dissect the reasons for high engagement but low CTR in a campaign.	6	CO4	BT4
20.b	Survey the best practices for effective campaign reporting.	10	CO4	BT4