



## Even Semester End Term Examination, May / June 2026

**Date: 21/05/2026**

**Time: 09.30 AM - 12.30 PM**

**Course Code: BBA3061**

**Course Name: Social Media Marketing**

**Semester: Fourth Semester**

**Max. Marks: 100**

**Weightage: 50%**

| CO - Levels | CO1 | CO2 | CO3 | CO4 | CO5 |
|-------------|-----|-----|-----|-----|-----|
| Marks       | 36  | 36  | 36  | 36  | 36  |

### Part A: Answer Following Questions. 20 M

| Qn.No | Questions                                                  | M | CO  | BT  |
|-------|------------------------------------------------------------|---|-----|-----|
| 1     | State any two roles of influencers in Social Media.        | 2 | CO1 | BT1 |
| 2     | List any two advantages of Social Media Marketing.         | 2 | CO1 | BT1 |
| 3     | Define Informative posts.                                  | 2 | CO2 | BT1 |
| 4     | Name any two tools used for content creation.              | 2 | CO2 | BT1 |
| 5     | State any two uses of hashtags in Instagram.               | 2 | CO3 | BT1 |
| 6     | State any two features of Facebook Insights.               | 2 | CO3 | BT1 |
| 7     | Define YouTube marketing.                                  | 2 | CO4 | BT1 |
| 8     | List any two benefits of LinkedIn for business.            | 2 | CO4 | BT1 |
| 9     | State names of any two types of Email Marketing Campaigns. | 2 | CO5 | BT1 |
| 10    | What is QR Code Marketing?                                 | 2 | CO5 | BT1 |

### Part B: Answer Any 1 Following Questions. 16 M

| Qn.No | Questions                                                                                                                                                                                     | M  | CO  | BT  |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----|-----|
| 11.a  | Explain the evolution of Social Media.                                                                                                                                                        | 6  | CO1 | BT2 |
| 11.b  | A new business has created social media accounts but is unable to build a strong brand presence online.<br><br>Apply the steps involved in Social Media strategy to develop an effective plan | 10 | CO1 | BT3 |

|      |                                                                                  |    |     |     |
|------|----------------------------------------------------------------------------------|----|-----|-----|
| 12.a | Explain the role of Pinterest in Social Media Marketing.                         | 6  | CO1 | BT2 |
| 12.b | Apply the concept of Social Brand to build an online identity for a new startup. | 10 | CO1 | BT3 |

**Part C: Answer Any 1 Following Questions. 16 M**

| Qn.No | Questions                                                                                                                                                                                                                     | M  | CO  | BT  |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----|-----|
| 13.a  | Explain the importance of Visual elements in Content Creation.                                                                                                                                                                | 6  | CO2 | BT2 |
| 13.b  | Apply the concept of Informative Posts to design content for an educational institution's Social Media Page.                                                                                                                  | 10 | CO2 | BT3 |
| 14.a  | Discuss the impact of colors in designing effective Social Media Content.                                                                                                                                                     | 6  | CO2 | BT2 |
| 14.b  | A business posts content without understanding its audience and platform suitability, resulting in low engagement.<br><br><b>Apply appropriate content planning and platform selection strategies to improve performance.</b> | 10 | CO2 | BT3 |

**Part D: Answer Any 1 Following Questions. 16 M**

| Qn.No | Questions                                                                                                                                                                                             | M  | CO  | BT  |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----|-----|
| 15.a  | Explain different types of Facebook advertisements and their uses.                                                                                                                                    | 6  | CO3 | BT2 |
| 15.b  | A company has access to Facebook Insights but does not use the data effectively.<br><b>Explain how Facebook Insights can be used to understand audience behavior and improve marketing decisions.</b> | 10 | CO3 | BT2 |
| 16.a  | Explain the role of Instagram stories and reels in digital marketing.                                                                                                                                 | 6  | CO3 | BT2 |
| 16.b  | A brand collaborates with an influencer, but the campaign does not increase engagement or sales.<br><br><b>Apply influencer marketing strategies to improve campaign effectiveness.</b>               | 10 | CO3 | BT3 |

**Part E: Answer Any 1 Following Questions. 16 M**

| Qn.No | Questions                                                                                                                                                                                                                                | M  | CO  | BT  |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----|-----|
| 17.a  | Describe any six components of LinkedIn marketing.                                                                                                                                                                                       | 6  | CO4 | BT2 |
| 17.b  | A consultancy firm wants to launch its first LinkedIn ad campaign to generate professional leads but has no structured plan.<br><b>Apply the steps involved in LinkedIn campaign setup to design an effective campaign for the firm.</b> | 10 | CO4 | BT3 |
| 18.a  | Explain YouTube Marketing and its key components.                                                                                                                                                                                        | 6  | CO4 | BT2 |

|      |                                                                                                                                                                                                                                                                                                                     |    |     |     |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----|-----|
| 18.b | A startup wants to promote its products on X (Twitter) but lacks a clear strategy. The company does not understand its audience, competitors, or content approach, resulting in low engagement.<br><b>Apply the steps involved in creating an X marketing strategy to design an effective plan for the startup.</b> | 10 | CO4 | BT3 |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----|-----|

**Part F: Answer Any 1 Following Questions. 16 M**

| Qn.No | Questions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | M  | CO  | BT  |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----|-----|
| 19.a  | Explain four types of Mail Marketing.                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 6  | CO5 | BT2 |
| 19.b  | An E-Commerce company collects customer email IDs but sends only occasional promotional emails manually. As a result, customer engagement is low, responses are inconsistent, and many potential leads are not converted into buyers. The company wants to implement an automated email marketing system to improve communication and increase conversions.<br><br><b>Apply E-Mail Marketing automation strategies to improve customer engagement and lead conversion in the given scenario.</b> | 10 | CO5 | BT3 |
| 20.a  | Explain six features of Mobile Marketing.                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 6  | CO5 | BT2 |
| 20.b  | A Retail brand wants to improve its mobile marketing strategy to attract young customers and increase online sales. However, the brand is currently using only basic SMS promotions and is not seeing good results.<br><b>Apply any five trends in mobile marketing to enhance customer experience and business performance in a competitive market.</b>                                                                                                                                         | 10 | CO5 | BT3 |