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Bengaluru

Mid Term Examinations - October 2026

Date: 06/10/2026 **Time:** 11:45 AM - 01:15 PM

Course Code: DBS2022 **Course Name:** Social Media Marketing

Semester: Third Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	44	46

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Differentiate between SMM and SMO.	2	CO1	BT2
2	The role of influencers in social media marketing. Comment.	2	CO1	BT2
3	A brand wants to compare the engagement rates of two posts: Post A: 600 engagements, 12,000 followers Post B: 450 engagements, 9,000 followers Identify which post had a higher engagement rate.	2	CO2	BT2
4	Describe the importance of a content mix in social media marketing.	2	CO2	BT2
5	Describe a content brief and list any two components.	2	CO2	BT2

PART B : Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
6	Social media marketing success depends on selecting the right platforms. Compare and contrast how different zones of social media can be used for brand awareness, lead generation, and sales conversion.	10	CO1	BT4
7	A new cosmetics and skincare brand is looking to choose the best social media platform for promotions. Compare and contrast different platforms to help them decide.	10	CO1	BT4

PART C: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
8	Elaborate on the seven-step process of a social media marketing strategy with suitable illustrations.	10	CO1	BT4
9	A startup launched a new fitness app but struggles to attract users. Develop a structured social media value chain to help the campaign's success. Justify the importance of each stage.	10	CO1	BT4

PART D: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
10	H&M is launching a new product and wants to maximize its online reach. Formulate a content creation process that aligns with their marketing goals.	10	CO2	BT4

11	A social media manager must ensure regular content posting for a brand's monthly campaign. Create a content calendar with post types, frequency, and platform strategies to boost engagement.	10	CO2	BT4

PART E: Answer Any 1 Following Questions. 10 M				
Q.N.	**Questions**	**M**	**CO**	**BT**
12	Myntra is struggling to engage its audience with its content. Recommend a content mix strategy to improve audience interaction.	10	CO2	BT4
13	Makemytrip travel brand wants to reuse its existing promotional content across different social media platforms. Suggest suitable ways to repurpose the content effectively for each platform.	10	CO2	BT4