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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - NOV 2023**

Semester : Semester V - 2021

Course Code : BBA3061

Course Name : Sem V - BBA3061 - Social Media Marketing

Program : BBA

Date : 3-NOV 2023

Time : 9:30AM - 11:00AM

Max Marks : 50

Weightage : 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

(5 X 2 = 10M)

1. Define social media marketing. (CO1) [Knowledge]
2. State the scope of Social media marketing. (CO1) [Knowledge]
3. Define social brand. (CO1) [Knowledge]
4. Recite the meaning of content marketing. (CO1) [Knowledge]
5. Describe the role of influencers in social media marketing. (CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Explain the fundamentals of social media marketing. (CO3) [Comprehension]
7. A targeted audience on social media is a group of people defined by specified behaviors and demographics. Brands offer content curated to their audience's needs, and in turn, individuals feel more connected to the brand. Explain the detailed process for selecting target audience on social media platforms. (CO3) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. Illustrate the process of building a successful social media marketing strategy for leading soft drink brand of your choice.

(CO3) [Application]