PRESIDENCY UNIVERSITY
BENGALURU

SET A

SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024

Semester : Semester V - 2021   **Date :** 09-JAN-2024
Course Code : BBA3061   **Time :** 1:00 PM - 4:00 PM
Course Name : Social Media Marketing   **Max Marks :** 100
Program : BBA   **Weightage :** 50%

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 2M = 10M

1. Recite any two differences between social media marketing and social media optimisation.
   (CO1) [Knowledge]

2. Describe the role of indluencers in social media marketing.

   (CO1) [Knowledge]

3. List any 2 purposes of facebook hashtags.
   (CO1) [Knowledge]

4. Describe the twitter trends.
   (CO1) [Knowledge]

5. Define e-mail automation with suitable example.

   (CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS
5 X 10M = 50M

6. Explain the various mobile marketing tactics used by marketers through social media.
   (CO2) [Comprehension]

7. Describe the components of successful twitter marketing strategy for any personal care brand.
   (CO2) [Comprehension]

8. Recognise the different benefits underlying in the facebook business page.

   (CO2) [Comprehension]

9. Describe 5 key features of twitter marketing in detail.

(CO2) [Comprehension]

10. Explain the steps for an effective e-mail marketing strategy.

(CO2) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 20M = 40M

11. Demonstrate any 10 social media metrics for leading brand of your choice.

(CO3) [Application]

12. Demostrate a successful facebook ad campaign for leading food and beverages brand of your choice.

(CO3) [Application]