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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term End Term Examinations, August 2024**

**Winter Semester**: 2023 - 24

**Course Code**: BBA 3061 and MGT254

**Course Name**: Social Media Marketing

**Program & Sem**: BBA & V

**Date**: 05/ August / 2024

**Time**: 09.30am-12.30pm

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Define social media marketing. (C.O.No.1) [Remember]
2. List three characteristics of social media. (C.O.No.1) [Remember]
3. What is a social brand? (C.O.No.2) [Remember]
4. Name any four social media platforms. (C.O.No.2) [Remember]
5. State two advantages of social media marketing. (C.O.No.3) [Understand]
6. What is content mix in social media marketing? (C.O.No.4) [Understand]
7. Mention two tools used for content creation. (C.O.No.5) [Understand]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Explain the role of influencers in social media marketing. (C.O.No.1) [Understand] (K2)

9. Describe the process of building a successful social media marketing strategy. (C.O.No.2) [Evaluate]

10. Discuss the impact of colors and images on customers in social media content. (C.O.No.2) [Evaluate]

11. Analyze the anatomy of a Facebook ad campaign. (C.O.No.3) [Analyze]

12. Outline the key components of LinkedIn ad campaigns. (C.O.No.3) [Apply]

13. Compare social media marketing and social media optimization. (C.O.No.4) [Analyze]

14. Evaluate the effectiveness of using hashtags in Instagram marketing. (C.O.No.5) [Analyze]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. Critically assess the importance of social media marketing for modern businesses. (C.O.No.2) [Evaluate]

16. Design a content strategy for a new brand on LinkedIn, including target audience and content types. (C.O.No.4) [Create]

17. A local bakery wants to expand its reach and increase sales using social media marketing. The bakery has a Facebook page but has not used other social media platforms effectively. Develop a comprehensive social media marketing strategy for the bakery, covering multiple platforms (e.g., Instagram, Twitter, LinkedIn), content ideas, and engagement tactics. Explain how you will measure the success of the strategy and improve it over time. (C.O.No.5) [Evaluate]