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**Date:     Reg. No:**

**Francis Xavier Engineering College, Tirunelveli – 627 003**

**(An Autonomous Institution)**

**Department of Information Technology**

**Continuous Assessment Test - II, Month & Year: Oct -2022**

**Year/ Semester: III Year/ 05 Academic Year: 2022 – 2023 (Odd)**

**Course Code/Title: 19IT5802 – Social Media Marketing**

**(Regulation 2021)**

**Time: 3 Hours Maximum Marks: 100**

**Answer ALL Questions**

**PART – A (10 x 2 = 20 Marks)**

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| **Q.No.** | **Question** | **Max.**  **Marks** | **CO-K**  **Level** | **PO-**  **PI Code** |
| 1 | How will you create an image and profile for your TV channel? | 2 | CO3-K2 | 3.1.6 |
| 2 | How will you generate income using you-tube channel? | 2 | CO3-K2 | 1.3.1 |
| 3 | How to Create Your First Campaign with LinkedIn's Campaign Manager? | 2 | CO4-K3 | 3.1.6 |
| 4 | Difference between [**LinkedIn Sponsored Content**](https://business.linkedin.com/marketing-solutions/native-advertising) **and** [**LinkedIn Sponsored Messaging**](https://business.linkedin.com/marketing-solutions/sponsored-messaging)**.** | 2 | CO4-K2 | 2.2.4 |
| 5 | How to boost the performance of LinkedIn in 2023? | 2 | CO4–K2 | 3.1.6 |
| 6 | Testimonials vs Recommendations in a service business - which is better? Justify. | 2 | CO4–K3 | 2.2.4 |
| 7 | How does SEO work? | 2 | CO5–K2 | 1.3.1 |
| 8 | Draw the basic Blog Structure. | 2 | CO5–K2 | 3.2.2 |
| 9 | Why consistency is important in uploading podcasts? | 2 | CO5-K2 | 3.1.6 |
| 10 | Difference between Vlog and Blog. | 2 | CO5–K2 | 2.2.4 |

**PART – B (5 x 13 = 65 Marks)**

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| **Q.No.** | **Question** | **Max.**  **Marks** | **CO-K**  **Level** | **PO-**  **PI Code** |
| 11 a) | Discuss the fundamentals of video marketing and its terms in detail considering a music channel. | 13 | CO3-K2 | 3.2.3 |
| OR | | | | | |
| 11 b) | Volkswagen is the biggest car maker in Europe and is well renowned all over the world. The company strives to expand its business in India by targeting the Indian car market which is the 2nd fastest-growing market in the world. This makes India a profitable location for the company and hence, the company has chosen India to serve its strategic purpose optimally. How will you improve your business in targeting the Indian car market? | 13 | CO3-K2 | 3.1.6 |
| 12 a) | How to use LinkedIn for business marketing? How to promote your business on LinkedIn? | 13 | CO4-K2 | 3.1.6 |
| OR | | | | | |
| 12 b) | How LinkedIn is helpful in job opportunities for Job seekers and entrepreneurs? | 13 | CO4-K2 | 3.1.6 |
| 13 a) | One of the strongest elements of a good sale is that it is personal. You can share updates via your LinkedIn Company page; There is no option yet to publish long-form content (more on that later), but this gives a unique opportunity. This lets you use your company’s strongest assets, your employees. Justify why LinkedIn marketing tips are used for growing your business in social media. | 13 | CO4-K3 | 3.1.6 |
| OR | | | | | |
| 13 b) | Mr. Bean is a person who left his job and his current position is unemployed. He is seeking for a better opportunity than the previous one. He wants to define and develop how other members can view his professional experience and qualification in social media. Since, Mr. bean have a complete control over his profile and its visibility, he has to customize it to fit his needs in media. What platform he would have choose in social media? Explain each step for the creation of his profile in detail. | 13 | CO4-K3 | 3.1.6 |
| 14 a) | One of the fastest ways of establishing relationships is through [social media channels](https://www.airmeet.com/hub/blog/social-media-marketing-virtual-events/). And social media marketing allows you to do that. You can use interactive social media posts or advertisements for your webinar. With the efficient use of social media, your customer base will increase. Discuss the benefits of webinars and teleseminars and how they can boost your online business. | 13 | CO5-K3 | 3.1.6 |
| OR | | | | | |
| 14 b) | An [episodic](https://en.wikipedia.org/wiki/Episode) series of [digital audio](https://en.wikipedia.org/wiki/Digital_audio) or video [files](https://en.wikipedia.org/wiki/Computer_file) that a user can download to a personal device to listen to at a time of their choosing. [Streaming](https://en.wikipedia.org/wiki/Streaming_media) applications and podcasting services provide a convenient and integrated way to manage a personal consumption queue across many podcast sources and playback devices. Create your own podcast with the required hardware and software components. | 13 | CO5-K3 | 3.1.6 |
| 15 a) | Create your own blog for educational innovations and explain the building outline for white paper format and information graphics. | 13 | CO5-K3 | 3.1.6 |
| OR | | | | | |
| 15 b) | Discuss in detail the fundamentals of content creation for your business and explain the tools used for content creation. | 13 | CO5-K3 | 3.2.3 |

**PART – C (1 x 15 = 15 Marks)**

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| **Q. No.** | **Question** | **Max.**  **Marks** | **CO-K**  **Level** | **PO-**  **PI Code** |
| 16 a) | Mr. Ann works as a marketing specialist in a multinational product-based company. His company unveiled a new product for AI-based technology. Mr. Bale, the boss of the company, asks the marketing team to promote their products to customers. Ann is assigned as a team leader for the marketing team. Describe how Ann will recruit new employees to his team and promote the product to their previous customers with the help of LinkedIn. How will he market the product to get new customers around the world to buy the product? | 15 | CO4 – K3 | 3.1.6 |
| **OR** | | | | |
| 16 b) | A Healthcare company founded in Dubai in 2019, specializes in cryotherapy, a treatment that uses extremely low temperatures to drive four main benefits: Recovery, Beauty, Wellness, and Weight loss. They provide treatments to clients across five continents through corporate-owned stores and franchises. According to Barash Elrekabi, vice president of marketing, it was this diverse customer base that led to the company’s decision to embrace the inbound methodology. Explain the strategies of inbound marketing in detail. | 15 | CO5– K3 | 3.2.3 |

**Bloom’s Taxonomy Level-wise Marks and Course Outcome-wise Marks Distribution Analysis:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Competence level** | **Blooms ‘Taxonomy** | **Question No.** | **Marks** | **BTL Contribution in %** | **Course Outcome** | **Marks** | **CO Contribution in %** |
| K1 | Remember |  |  |  | CO1 | 75 | 41.67% |
| K2 | Understand | 1,2,5,7,8,9,10, 11(a), 11(b), 14(a), 14(b) | 66 | 36.67% | CO2 | 75 | 41.67% |
| K3 | Apply | 3,4,6, 12(a), 12(b), 13(a), 13(b), 15(a), 15(b),  16(a),16(b) | 114 | 63.33% | CO3 | 30 | 16.66% |
| K4 | Analyze |  |  |  | CO4 |  |  |
| K5 | Evaluate |  |  |  | CO5 |  |  |
| K6 | Create |  |  |  | CO6 |  |  |
| Total | | | 180 | 100 | Total | 180 | 100 |

**Prepared By Verified By Approved By**