



KLEF Center for Distance & Online Education (CDOE)

Program: MBA (Digital Marketing)

22MB61K3O- Social Media Marketing & Analytics

Semester: 3

Home Assignment

Attempt one question from each CO. All questions carry equal marks. (Total Marks: 40)

CO1

1. What are the key stages in social media development and how have platforms and technology shaped its landscape?

OR

2. How can content management and touchpoint analysis help create a successful social media strategy?

CO2

3. What are two key legal considerations for companies using social media and how can they manage compliance and risks?

OR

4. How do Blogs, Blogger, Tumblr, and WordPress differ in setup, services, and influencer roles?

CO3

5. What are two strategies for optimizing your LinkedIn profile for networking and career advancement?

OR

6. How can Pinterest be used as a marketing tool to leverage user-generated content for marketing goals?

CO4

7. What are two advanced website tracking techniques and how do they enhance user behaviour insights?

OR

8. How can web analytics data be turned into actionable insights and used to track website optimization goals?
