	Total No. of Questions: 6	Total No. of Printed Pages:
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DI-CAR	Faculty
E S	End Sen
TUVERSITY	MS3ED

Duration: 3 Hrs.

of Management Studies m Examination Dec-2023 MS3ED14 Social Media Marketing

Enrollment No.....

Maximum Marks: 60

Programme: BBA Branch/Specialisation: Management

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of ne

MCQ:	s) should be written	in full inst	ead of only a, b	o, c or d. Assume suitable da	ta i
sary.	Notations and symb	ols have th	eir usual mean	ing.	
i.	Which of the follo	wing is NC	T a Social Me	dia Platform (SMM)?	1
	(a) Facebook (b)	Twitter	(c) Instagram	(d) Google	
ii.	SMM helps impro	ve -			1
	(a) Brand awarene	ess	(b) Product vi	sibility	
	(c) Both (a) & (b)		(d) None of th	ese	
iii.	content thro	ough social	media (videos	and written text) allows us	1
	to disseminate info	ormation.			
	(a) Networking		(b) Publishing	,	
	(c) Marketing		(d) Advertisin	g	
iv.	In terms of Facebo	ook's rankin	ig algorithm, w	hat does "weight" refer to-	1
	(a) The amount of	comments,	likes, etc. a co	ontent post receives	
	(b) How often a pr	ofile produ	ces content?		
	(c) How many his week?	ghly ranke	d content post	s a profile has in a given	
	(d) How many foll	lowers/frier	nds a company	has?	
v.	Which of the follo	wing used	to improve onl	ine reputation?	1
	(a) Improve taggin	ng and SEO			
	(b) Strive to build	links from	strong and reli	able sources	
	(c) Publish origina	ıl posts witl	n valuable info	rmation	
	(d) All of these				
vi.	Using Twitter has	s the disad	vantage of lim	niting messages to	1
	characters.				
	(a) 120 (b)	240	(c) 140	(d) 280	
vii.	-		_	times more brand	1
	C C		(c) Five	(d) Ten	
	i. ii. iii. v.	i. Which of the follo (a) Facebook (b) ii. SMM helps impro (a) Brand awarene (c) Both (a) & (b) iii content thro to disseminate info (a) Networking (c) Marketing iv. In terms of Facebo (a) The amount of (b) How often a pr (c) How many hi week? (d) How many foll v. Which of the follo (a) Improve taggir (b) Strive to build (c) Publish origina (d) All of these vi. Using Twitter has characters. (a) 120 (b) vii. Compared to Face	i. Which of the following is NC (a) Facebook (b) Twitter ii. SMM helps improve - (a) Brand awareness (c) Both (a) & (b) iii content through social to disseminate information. (a) Networking (c) Marketing iv. In terms of Facebook's rankin (a) The amount of comments, (b) How often a profile produ (c) How many highly ranked week? (d) How many followers/frier v. Which of the following used (a) Improve tagging and SEO (b) Strive to build links from (c) Publish original posts with (d) All of these vi. Using Twitter has the disadracters. (a) 120 (b) 240 vii. Compared to Facebook, Insengagement and visual contents	i. Which of the following is NOT a Social Me (a) Facebook (b) Twitter (c) Instagram ii. SMM helps improve - (a) Brand awareness (b) Product vi (c) Both (a) & (b) (d) None of th iii content through social media (videos to disseminate information. (a) Networking (b) Publishing (c) Marketing (d) Advertisin iv. In terms of Facebook's ranking algorithm, w (a) The amount of comments, likes, etc. a co (b) How often a profile produces content? (c) How many highly ranked content post week? (d) How many followers/friends a company v. Which of the following used to improve onl (a) Improve tagging and SEO (b) Strive to build links from strong and reli (c) Publish original posts with valuable info (d) All of these vi. Using Twitter has the disadvantage of lim characters. (a) 120 (b) 240 (c) 140 vii. Compared to Facebook, Instagram has engagement and visual content.	(a) Facebook (b) Twitter (c) Instagram (d) Google ii. SMM helps improve - (a) Brand awareness (b) Product visibility (c) Both (a) & (b) (d) None of these iii content through social media (videos and written text) allows us to disseminate information. (a) Networking (b) Publishing (c) Marketing (d) Advertising iv. In terms of Facebook's ranking algorithm, what does "weight" refer to- (a) The amount of comments, likes, etc. a content post receives (b) How often a profile produces content? (c) How many highly ranked content posts a profile has in a given week? (d) How many followers/friends a company has? v. Which of the following used to improve online reputation? (a) Improve tagging and SEO (b) Strive to build links from strong and reliable sources (c) Publish original posts with valuable information (d) All of these vi. Using Twitter has the disadvantage of limiting messages to characters. (a) 120 (b) 240 (c) 140 (d) 280 vii. Compared to Facebook, Instagram has times more brand engagement and visual content.

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	viii.	Facebook updates are scheduled customer engagement.		1			
		(a) Chattypeople	(b) SocialOomph				
		(c) PostPlanner	(d) Agorapulse				
	ix.	Two increasingly important ethical a	· / C 1	1			
		(a) Ratings and traffic	(b) Transparency and privacy				
		(c) Identity and honesty	(d) Virtue and virality				
	х.	Which of the following is legal issue	•	1			
		(a) Copyright Infringement	(b) Defamation				
		(c) Privacy and Confidentiality	(d) All of these				
Q.2	i.	Define social media marketing with	example.	2			
	ii.	Discuss types of social media marke	ting.	3			
	iii.	Write any five advantages and disad	vantages of SMM.	5			
OR	iv.	Write in brief about SMM and public	c relations.	5			
Q.3	i.	What is search algorithm? Give exar	mple.	2			
	ii.	Discuss process of content development.					
OR	iii.	Write short notes on-					
		(a) Content cycle (b) Soc	cial media planning				
				3			
Q.4	i.	Define online reputation.					
	ii.	What are best practices for management of reputation?					
OR	iii.	Discuss strategies of online reputation.					
Q.5	;	What is angagement marketing?		4			
Q .5	i. ii.	What is engagement marketing? What are various stages of SMM framework?		6			
OR	iii.						
	111.	Discuss Ghunenii s typology of enge	igement.	6			
Q.6		Attempt any two:					
	i.	What are various ethical issues in SMM?					
	ii.	What are various technical and legal issues in SMM?					
	iii.	-					
		1,		5			
destructive destructive							