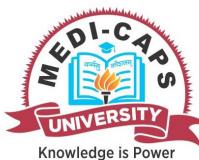


Q.6	Attempt any two:		Total No. of Questions: 6	Total No. of Printed Pages: 4
i.	Discuss the ethical and legal challenges faced by marketers in social media. Provide examples of issues and potential solutions.	5      2      2      1		Enrollment No.....
ii.	Analyze how data privacy concerns impact user trust in social media marketing.	5      2      2      3		
iii.	Explain the significance of data privacy in SMM and its impact on user trust.	5      2      2      3		

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Knowledge is Power



Knowledge is Power

Faculty of Management Studies  
End Sem Examination Dec 2024  
MS3ED14 Social Media Marketing

Programme: BBA

Branch/Specialisation: Management

**Maximum Marks: 60****Duration: 3 Hrs.**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

Marks	BL	PO	CO	PSO
Q.1 i. What is one primary advantage of Social Media Marketing (SMM)?	1	1	2	1
(a) It limits audience reach				
(b) It is cost-effective and allows targeted advertising				
(c) It increases the need for offline marketing				
(d) It has a fixed, high-cost structure				
ii. Which platform is particularly known for professional networking and B2B marketing?	1	1	2	1
(a) Facebook				
(b) LinkedIn				
(c) Instagram				
(d) Pinterest				
iii. The process of creating and managing relevant content for specific social media platforms is known as:	1	1	2	1
(a) Content development				
(b) Media planning				
(c) Social engagement				
(d) Content segmentation				
iv. Which factor is most crucial when selecting a platform for SMM?	1	1	2	1
(a) Platform's aesthetics				
(b) Target audience alignment				
(c) Ad costs				
(d) Number of followers only				



<b>Marking Scheme</b>				
<b>MS3ED14 (T) Social Media Marketing (T)</b>				
Q.1	i) Answer: B) It is cost-effective and allows targeted advertising ii) Answer: B) LinkedIn iii) Answer: A) Content development iv) Answer: B) Target audience alignment v) Answer: B) Actively monitoring social media for customer feedback vi) Answer: C) Instagram vii) Answer: A) Monitoring social media content for trends viii) Answer: B) Engagement Marketing ix) Answer: C) Misinformation and data privacy x) Answer: A) Copyright infringement and user consent	1 1 1 1 1 1 1 1 1 1	Q.4 i. As per explanation Define-1 marks, Significance- 2 marks ii. As per explanation OR iii. As per explanation Define-1 marks, Strategies-6 marks Q.5 i. As per explanation 3 goals = 1*3 marks ii. As per explanation OR iii. As per explanation Q.6 i. As per explanation 4 Challenges 4 marks, example 1 marks ii. As per explanation iii. As per explanation 5 Significance 1*5=5 marks	3 7 7 3 7 7 5 5 5
			*****	
Q.2	i. As per explanation 4 roles $0.1*4=4$ Marks ii. As per explanation Define-2, Adv-2 marks, Dis adv 2 marks OR iii. As per explanation	4 6 6		
Q.3	i. As per explanation roles $1*3$ marks ii. As per explanation Steps-5 marks, platform selection-2=7 marks OR iii. As per explanation SM content cycle-4 marks, Importance-3 marks	3 7 7		