

Faculty of Management Studies

End Semester Examination May 2025

MS3ED14 Social Media Marketing

Programme	:	BBA	Branch/Specialisation	:	-
Duration	:	3 hours	Maximum Marks	:	60

Note: All questions are compulsory. Internal choices, if any, are indicated. Assume suitable data if necessary.
 Notations and symbols have their usual meaning.

Section 1 (Answer all question(s))				Marks CO BL
Q1. What is the primary advantage of Social Media Marketing (SMM)?				1 1 2
<input type="radio"/> It guarantees immediate conversions <input type="radio"/> It does not require audience segmentation		<input checked="" type="radio"/> It is cost-effective and increases brand awareness <input type="radio"/> It replaces all traditional marketing efforts		
Q2. Which of the following platforms is primarily used for professional networking?				1 1 1
<input type="radio"/> Twitter <input checked="" type="radio"/> LinkedIn		<input type="radio"/> Instagram <input type="radio"/> Pinterest		
Q3. Which metric is commonly used to measure engagement on social media?				1 2 3
<input type="radio"/> Cost per Impression (CPI) <input checked="" type="radio"/> Engagement Rate		<input type="radio"/> Click-Through Rate (CTR) <input type="radio"/> Page Load Time		
Q4. How does content management contribute to social media strategy?				1 2 4
<input checked="" type="radio"/> It ensures consistent posting schedules <input type="radio"/> It eliminates the need for paid advertising		<input type="radio"/> It reduces the need for analytics <input type="radio"/> It automates customer service		
Q5. What is the primary function of social listening in online reputation management?				1 3 3
<input type="radio"/> Posting advertisements <input type="radio"/> Automating customer service		<input type="radio"/> Blocking negative comments <input checked="" type="radio"/> Monitoring and analyzing brand mentions online		
Q6. What is one key advantage of YouTube for businesses?				1 3 5
<input type="radio"/> Only short posts are allowed <input type="radio"/> It is mainly text-based like Twitter		<input type="radio"/> It does not allow advertising <input checked="" type="radio"/> Video tutorials and advertisements can engage audiences effectively		
Q7. Which of the following is not a key factor in social media platform selection?				1 4 4
<input type="radio"/> Target audience <input type="radio"/> Content type		<input checked="" type="radio"/> Brand color <input type="radio"/> User demographics		
Q8. What is the significance of Ghuneim's Typology of Engagement?				1 4 3
<input type="radio"/> It helps in identifying customer segmentation <input type="radio"/> It is used to determine ad effectiveness		<input checked="" type="radio"/> It defines various levels of user engagement <input type="radio"/> It is a content creation tool		
Q9. What is an ethical concern associated with social media marketing?				1 5 3
<input type="radio"/> Reduced costs <input checked="" type="radio"/> Privacy and data security		<input type="radio"/> Automated ad placements <input type="radio"/> Increased customer engagement		

Q10. Which of the following can help build trust in social media marketing?

1 5 3

- Using clickbait headlines
- Being transparent about data usage
- Buying fake followers
- Ignoring customer complaints

Section 2 (Answer all question(s))

Q11. Explain the key advantages and disadvantages of social media marketing.

Marks CO BL
4 1 2

Rubric	Marks
Explains two advantages	2
two disadvantages	2

Q12. (a) Discuss the evolution of Social Media Marketing (SMM) and how it has transformed modern business strategies. Provide real-world examples of its impact on different industries.

6 1 1

Rubric	Marks
Clearly explains the evolution of SMM with historical context and industry examples.	3
Provides a general overview without concrete industry examples.	3

(OR)

(b) Compare and contrast the role of traditional marketing and social media marketing in brand building. Provide examples of successful companies using each approach.

Rubric	Marks
Identifies key 3 differences and 3 similarities with well-supported case studies.	3
Covers differences but lacks in-depth comparison with examples.	3

Section 3 (Answer all question(s))

Q13. Explain content cycle.

Marks CO BL
4 2 4

Rubric	Marks
Explanation of Content Cycle	4

Q14. (a) Explain the step-by-step process of developing a successful social media marketing strategy.

6 2 1

Rubric	Marks
Details each step (goal setting, audience research, platform selection, content strategy, monitoring) with brand examples.	6

(OR)

(b) What are the key factors businesses should consider when selecting a social media platform for their marketing campaigns? Discuss how different platforms serve different industries.

Rubric	Marks
Explains platform selection based on industry, audience, content format, and engagement patterns. 3 key factors for sm selection	3
Mentions selection criteria but lacks depth or industry-specific insights Mention 3 industries with their sm platform selection.	3

Section 4 (Answer all question(s))**Marks CO BL****Q15.** Describe few best practices for effective online reputation management.

4 3 3

Rubric	Marks
4 Best practices for effective Online Reputation Management.	4

Q16. (a) Define Online Reputation Management (ORM) and explain the role of social listening in maintaining online reputation.

6 3 1

Rubric	Marks
Online Reputation Management (ORM) (Definition)	2
4 Role of Social Listening in maintaining online reputation.	4

(OR)

(b) Compare Facebook and Instagram analytics. How do businesses use insights from these platforms to improve their marketing performance?

Rubric	Marks
Compare key analytics tools for both platforms and their marketing implications.	3
Lists some metrics but lacks explanation on their impact. Use of facebook & instagram analytics to improve performance.	3

Section 5 (Answer all question(s))**Marks CO BL****Q17.** Briefly explain the stages of the Social Media Marketing Framework.

4 4 2

Rubric	Marks
Stages of the Social Media Marketing Framework.	4

Q18. (a) What does Ghuneim's Typology of Engagement explain about user behavior on social media?

6 4 1

Rubric	Marks
Ghuneim's Typology of Engagement	4
Explanation for user behavior on social media	2

(OR)

(b) What are content typologies in social media marketing? Give two examples.

Rubric	Marks
content typologies in social media marketing	4
Two examples.	2

Section 6 (Answer all question(s))**Marks CO BL**

Q19. Briefly explain technical and legal challenge in social media marketing.

4 5 5

Rubric	Marks
Technical challenge in social media marketing.	2
legal challenge in social media marketing.	2

Q20. (a) Discuss the importance of data privacy in social media marketing.

6 3 1

Rubric	Marks
Importance of data privacy in social media marketing.	6

(OR)

(b) Discuss ethical issues commonly faced in social media marketing.

Rubric	Marks
Ethical issues faced in social media marketing.	6
