



Faculty of Management Studies

End Sem Examination Dec-2023

MS3ED14 Social Media Marketing

Programme: BBA

Branch/Specialisation: Management

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

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.

- Q.1 i. Which of the following is NOT a Social Media Platform (SMM)? **1**
 (a) Facebook (b) Twitter (c) Instagram (d) Google
- ii. SMM helps improve - **1**
 (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 **1**
 to disseminate information.
 (a) Networking (b) Publishing
 (c) Marketing (d) Advertising
- iv. In terms of Facebook's ranking algorithm, what does "weight" refer to- **1**
 (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? **1**
 (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 _____ **1**
 characters.
 (a) 120 (b) 240 (c) 140 (d) 280
- vii. Compared to Facebook, Instagram has _____ times more brand **1**
 engagement and visual content.
 (a) Two (b) Four (c) Five (d) Ten

- viii. Facebook updates are scheduled with _____, which increases **1**
 customer engagement.
 (a) Chatty people (b) SocialOomph
 (c) PostPlanner (d) Agorapulse
- ix. Two increasingly important ethical aspects of social media are- **1**
 (a) Ratings and traffic (b) Transparency and privacy
 (c) Identity and honesty (d) Virtue and virality
- x. Which of the following is legal issue of social media? **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 marketing. **3**
 iii. Write any five advantages and disadvantages of SMM. **5**
 OR iv. Write in brief about SMM and public relations. **5**
- Q.3 i. What is search algorithm? Give example. **2**
 ii. Discuss process of content development. **8**
 OR iii. Write short notes on- **8**
 (a) Content cycle (b) Social media planning
- Q.4 i. Define online reputation. **3**
 ii. What are best practices for management of reputation? **7**
 OR iii. Discuss strategies of online reputation. **7**
- Q.5 i. What is engagement marketing? **4**
 ii. What are various stages of SMM framework? **6**
 OR iii. Discuss Ghuneim's typology of engagement. **6**
- Q.6 Attempt any two: **5**
 i. What are various ethical issues in SMM? **5**
 ii. What are various technical and legal issues in SMM? **5**
 iii. What is data privacy and trust in SMM? **5**
