

Q.6	Attempt any two:				
i.	Discuss the ethical and legal challenges faced by marketers in social media. Provide examples of issues and potential solutions.	5	2	2	1
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

Total No. of Questions: 6

Total No. of Printed Pages:4

Enrollment No.....



Faculty of Management Studies
End Sem Examination Dec 2024
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.

		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					

[2]

v.	What is "social listening" in the context of social media marketing? (a) Ignoring customer complaints (b) Actively monitoring social media for customer feedback (c) Posting updates regularly (d) Tracking ad impressions only	1	1	2	1
vi.	Which platform is commonly associated with photo-sharing and influencer marketing? (a) Twitter (b) LinkedIn (c) Instagram (d) YouTube	1	1	2	1
vii.	The "Scan" stage in the Social Media Marketing Framework involves: (a) Monitoring social media content for trends (b) Launching campaigns without analysis (c) Ignoring competitors (d) Only engaging with existing customers	1	1	2	1
viii.	Which type of marketing focuses on building continuous relationships with consumers rather than direct sales? (a) Transactional marketing (b) Engagement marketing (c) Print marketing (d) Guerrilla marketing	1	1	2	1
ix.	Which of the following is a significant ethical issue in social media marketing? (a) Data analytics (b) Customer engagement (c) Misinformation and data privacy (d) Only creating ads	1	1	2	1
x.	Legal issues in social media marketing are primarily concerned with: (a) Copyright infringement and user consent (b) Platform aesthetics (c) Online surveys (d) Only hashtags	1	1	2	1

[3]

Q.2	i.	Describe the role of SMM in public relations.	4	2	2	1
	ii.	Define Social Media Marketing (SMM) and explain its advantages and disadvantages in modern marketing.	6	2	2	2
OR	iii.	Compare Facebook marketing, Twitter marketing, and LinkedIn marketing, focusing on their unique features, audience, and best-use scenarios.	6	4	2	3
Q.3	i.	Explain the role of search algorithms on social media sites.	3	2	9	2
	ii.	Outline the key steps in planning an effective social media strategy. Explain how platform selection impacts the strategy.	7	2	9	2
OR	iii.	Discuss the social media content cycle and the importance of adapting content for different platforms.	7	2	9	3
Q.4	i.	Define "social listening" and explain its significance in online reputation management.	3	2	9	1
	ii.	Describe how analytics for Facebook and YouTube can help measure social media performance.	7	2	9	3
OR	iii.	Explain online reputation management and discuss strategies for building and maintaining a positive online reputation.	7	2	9	4
Q.5	i.	What is the primary goal of engagement marketing?	3	2	1	1
	ii.	Describe the stages of the social media marketing framework, providing examples of actions taken at each stage.	7	2	1	1
OR	iii.	Explain the concept of engagement marketing and discuss Ghuneim's typology of engagement.	7	2	1	1

Marking Scheme
MS3ED14 (T) Social Media Marketing (T)

Q.1	i)	Answer: B) It is cost-effective and allows targeted advertising	1
	ii)	Answer: B) LinkedIn	1
	iii)	Answer: A) Content development	1
	iv)	Answer: B) Target audience alignment	1
	v)	Answer: B) Actively monitoring social media for customer feedback	1
	vi)	Answer: C) Instagram	1
	vii)	Answer: A) Monitoring social media content for trends	1
	viii)	Answer: B) Engagement Marketing	1
	ix)	Answer: C) Misinformation and data privacy	1
	x)	Answer: A) Copyright infringement and user consent	1

Q.2	i.	As per explanation 4 roles 0.1*4=4 Marks	4
	ii.	As per explanation Define-2, Adv-2 marks, Dis adv 2 marks	6
OR	iii.	As per explanation	6

Q.3	i.	As per explanation roles 1*3 marks	3
	ii.	As per explanation Steps-5 marks, platform selection-2=7 marks	7
OR	iii.	As per explanation SM content cycle-4 marks, Importance-3 marks	7

Q.4	i.	As per explanation Define-1 marks, Significance- 2 marks	3
	ii.	As per explanation	7

OR	iii.	As per explanation Define-1 marks, Strategies-6 marks	7
----	------	---	---

Q.5	i.	As per explanation 3 goals = 1*3 marks	3
	ii.	As per explanation	7

OR	iii.	As per explanation	7
----	------	--------------------	---

Q.6			
	i.	As per explanation 4 Challenges 4 marks, example 1 marks	5
	ii.	As per explanation	5
	iii.	As per explanation 5 Significance 1*5=5 marks	5
