

Social media marketing IMP Question Bank by MCA Scholar's Group ■

SPPU MCA Management (Pattern 2024 Sem 3)

1. Explain the evolution of digital marketing with the growth of the internet and changing customer behavior.

- Rise of internet adoption
- Shift from traditional → digital
- Customer expectations changed
- Data-driven personalization

2. Compare traditional marketing and digital marketing in terms of communication style, reach, and interactivity.

- Traditional = one-way
- Digital = two-way interactive
- Wider reach
- Cost-effective

3. Discuss the importance of digital marketing in India.

- Digital India movement
- Growing smartphone users
- Cost-effective promotions
- Real-time analytics

4. What are the major challenges in digital marketing?

- Data privacy issues
- Ad fraud
- Changing algorithms
- High competition

5. What is a Hashtag Strategy? Explain benefits.

- Increases reach
- Improves discoverability
- Helps branding
- Boosts engagement

6. Importance of consistent branding and hashtags.

- Brand recall

- Unified identity
- Better visibility
- Helps niche targeting

7. Key factors for selecting a social media platform.

- Target audience
- Platform features
- Content type
- Business goals

8. Explain the role of influencers in social media marketing.

- Builds trust
- Expands reach
- High engagement
- Cost-effective promotions

9. Key elements of a Social Media Marketing Plan.

- Goals
- Target audience
- Content plan
- Budget & analytics

10. Importance of social media policy in organizations.

- Prevents misuse
- Protects brand image
- Legal safety
- Defines employee guidelines

11. Explain the three types of SEO – on-page, off-page, technical.

- On-page = content + keywords
- Off-page = backlinks
- Technical = site speed, indexing

12. Role of keywords and backlinks in SEO.

- Keywords match user intent
- Backlinks build authority
- Improve ranking

13. Step-by-step SEO optimization process.

- Keyword research

- On-page optimization
- Technical fixes
- Backlink building

14. What is keyword optimization?

- Selecting proper keywords
- Relevant placement
- Improves search ranking

15. Qualities of impactful social media content.

- Visual appeal
- Clear message
- Emotional connection
- Audience relevance

16. Measures to analyze advertisement performance & ROI.

- CTR
- Conversion rate
- Engagement metrics
- ROI formula

17. Importance of target audience segmentation.

- Higher relevance
- Better engagement
- Improved ROI
- Personalized messaging

18. Ethical & Legal issues in digital/social media marketing.

- Copyright violations
- Data privacy
- Fake advertising
- IPR laws

19. Privacy & compliance practices in WhatsApp/Instagram marketing.

- User consent
- GDPR compliance
- No spam
- Secure data usage

20. Short notes: Facebook Marketing / ROI / SEM / SEO / UGC.

- Platform features
- Audience targeting
- Performance analytics
- Paid vs organic reach