

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

SPPU MCA Management (Pattern 2024 Sem 3)

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## **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