

**B A, B SC, B COM DEGREE END SEMESTER EXAMINATION - NOVEMBER 2024****UGP (HONS.) SEMESTER - 1: MULTI DISCIPLINARY COURSE IN BBA****COURSE: 24UBBAMDC101: SOCIAL MEDIA MARKETING***(For Regular 2024 Admission)*

Time: 1.5 Hours

Max. Marks - 50

**PART - A****Answer All**

1. Define Social Media Marketing.
2. Elucidate SMART goals in social media Marketing.
3. Define SEM and its uses?
4. What are the four pillars to be considered in content marketing?
5. Define “organic followers” in social media. (5 x 2 = 10)

**PART - B****Answer any 6 out of 8 questions**

6. Discuss the role of content marketing in building brand awareness and customer loyalty.
7. What are the key elements of a successful content marketing campaign?
8. Analyze the impact of social media advertising on consumer behavior. How do targeted ads influence purchasing decisions?
9. Discuss the role of creativity in social media advertising. Give examples.
10. Evaluate the effectiveness of influencer marketing compared to traditional advertising methods. Give examples.
11. Discuss the criteria for selecting influencers for a marketing campaign. What factors should businesses consider to ensure alignment with their brand values and target audience?
12. Analyze the importance of feedback on social media profiles. How can proactive management of comments, messages, and reviews influence brand reputation and customer relationships? Give examples.
13. Evaluate the effectiveness of different social media platforms (e.g., Facebook, Instagram, LinkedIn). What factors should marketers consider when choosing a platform? (5 x 6 = 30)

**PART - C****Answer any one question out of two questions**

15. Explain with an example where a brand successfully launched a new product primarily through social media marketing. What tactics were used to create buzz and drive sales? How did the brand measure the success of the campaign?
16. Discuss the key elements of creating a successful social media profile for a business. How to create a social media profile to enhance brand identity and engagement? (1 x 10 = 10)