

Reg. No.....

Name.....

B A, B SC, B COM DEGREE END SEMESTER EXAMINATION - APRIL 2025**UGP (HONS.) SEMESTER - 2: MULTIDISCIPLINARY COURSE****COURSE: 24UBBAMDC101 – SOCIAL MEDIA MARKETING***(For Regular 2024 Admission)*

Time: 1.5 Hours

Max. Marks - 50

PART A**Answer the following questions****(5x2=10)**

1. Define Social Media Marketing. **CO 1 (U)**
2. Give one example of an influencer marketing strategy. **CO 2 (R)**
3. Define content marketing? **CO 2 (R)**
4. What are the different types of influencers? **CO 2 (R, U)**
5. Give one reason why businesses collaborate with influencers. **CO 2 (An)**

PART B**Answer any 6 out of 8 questions****(5x6=30)**

6. Discuss how interactive outdoor experiences, such as Netflix's Squid Game campaign, contribute to customer engagement. **CO 1 (An)**
7. Explain the steps involved in creating an effective social media marketing plan. Use examples. **CO 3 (C)**
8. Discuss the key success factors of Coca-Cola's 'Share a Coke' campaign. How did it effectively blend traditional and social media marketing? **CO 5, 1, 3 (An, E)**
9. Explain the key elements of an engaging social media post. Use examples. **CO 2 (A, An)**
10. Describe Spotify's social media presence and user engagement across different platforms. **CO 5 (U, An)**
11. Describe the meaning of SEO and how it improves website traffic. Use examples. **CO 2 (R, An)**
12. Discuss how businesses can tailor messaging based on audience purchase intent. Use examples. **CO 5, 3, 2 (An, A)**
13. Describe how influencer partnerships help improve conversion rates. Use examples. **CO 5 (U)**

PART C**Answer any one question out of two questions****(1x10=10)**

14. 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? **CO 2,3,5 (An, E, I, S)**
15. Discuss the role of content marketing in building customer trust and brand loyalty. Provide examples of brands that have used content marketing effectively. **CO 1,2,5 (U,A, An)**

***Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)**