

B A, B SC, B COM DEGREE END SEMESTER EXAMINATION - NOVEMBER 2025**UGP (HONS.) SEMESTER - 1: MULTI DISCIPLINARY COURSE IN BBA****COURSE: 24UBBAMDC101: SOCIAL MEDIA MARKETING***(For Regular 2025 and Improvement/Supplementary 2024 Admission)*

Time: 1.5 Hours

Max. Marks - 50

PART A**Answer All**

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)

(2 x 5 =10)**PART B****Answer any 6 out of 8 questions**

6. Explain Social Media Marketing using the example of Tesla's Cybertruck Launch. CO 1 (An)
7. Explain the steps involved in creating an effective social media marketing plan.
Use examples. CO 3 (C)
8. Explain using an example the importance of a Call to Action (CTA)
in a social media post. CO 5, 1, 3 (An, E)
9. Describe how demographic factors (such as age, gender, income, and
education) shape your content marketing approach. CO 2 (A, An)
10. Explain the YouTube Shorts algorithm using an example. CO 5 (U, An)
11. Describe the meaning of SEO and how it improves website traffic.
Use examples. CO 2 (R, An)
12. Analyse how the CRED advertisement featuring Rahul Dravid became
a viral success. CO 5, 3, 2 (An, A)
13. Explain the key steps involved in creating a successful viral marketing campaign.
Use examples. CO 5 (U)

(5 x 6 = 30)

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

14. Develop a comprehensive content marketing strategy for the launch of iPhone 17.

Your answer should clearly outline the goals, objectives, customer profile, target audience, and include a detailed content calendar.

CO 2,3,5 (An, E, I, S)

15. Develop a Social Media Marketing Plan for the Amazon Great Indian Festival.

Your answer should include Marketing Goals and Objectives, Target Audience, Platforms and Channel Strategy, Content Strategy and Timeline.

CO 1,2,5 (U,A, An)

(1 x 10 = 10)

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