

**B A, B SC, B COM DEGREE END SEMESTER EXAMINATION – APRIL 2026****UGP (HONS.) SEMESTER – 2: MULTI DISCIPLINARY COURSE****COURSE: 24UBBAMDC101: SOCIAL MEDIA MARKETING***(For Regular 2025 Admission and Improvement/Supplementary 2024 Admission)*

Time: 1.5 Hours

Max. Marks - 50

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

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|--|---------------------|
| 1. Define Social Media Marketing.                              | CO 1 (U)            |
| 2. Mention two common types of influencer marketing campaigns. | CO 2 (R)            |
| 3. Name one way to improve video rankings on YouTube.          | CO 1,2 (A)          |
| 4. What does PPC stand for in digital marketing?               | CO 2 (R)            |
| 5. Define “Ghost followers” in social media.                   | CO 2 (R)            |
|  | <b>(2 x 5 = 10)</b> |

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

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|---|----------------------|
| 6. How did McDonald’s promote inclusivity through its #EatEqual campaign? Discuss the factors McDonald’s successfully inculcated in the campaign to run a viral advert. | CO 1,2 (An, Ap)      |
| 7. Explain using an example the importance of a Call to Action (CTA) in a social media post.  | CO 4 (U)             |
| 8. Describe how <b>demographic factors</b> (such as age, gender, income, and education) shape your content marketing approach.  | CO 1,2, 3 (A, An, E) |
| 9. Explain the key elements of an engaging social media post. Use examples.   | CO 2,4 (A, An)       |
| 10. Describe the meaning of SEO and how it improves website traffic. Use examples.  | CO 1,2, 5 (R, An)    |
| 11. Using an example discuss the significance of <b>building an engaged audience</b> in YouTube versus simply maximizing subscriber count.                              | CO 5, 3, 2 (An, A)   |
| 12. Explain the characteristics of mega-influencers and their impact on brand promotion. Use examples.  | CO 1,2 (An, E, Ap)   |

13. Describe how companies like Apple and Microsoft use support and product communities.

CO 1,2, 5 (An, E, Ap)

(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 4, 3 (C, S, A)

(1 x 10 =10)

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