BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – BBA(DM)-2022
Course Name – Social Media Marketing-I
Course Code - BBADMD502
(Semester V)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A
(Multiple Choice Type Question)   1 x 15=15

1.   *Choose the correct alternative from the following :*

(i)   State the primary purpose of social media marketing.
    a) Building brand awareness   b) Generating sales
    c) Conducting market research   d) None of the above(

(ii) Identify a professional networking platform.
    a) LinkedIn   b) Snapchat
    c) TikTok   d) Pinterest

(iii) Identify a platform known for hosting long-form content and discussions.
    a) Instagram   b) Reddit
    c) Twitter   d) Snapchat

(iv) Define the term Bounce Rate in the context of website analytics.
    a) Percentage of returning users   b) Percentage of single-page visits
    c) Percentage of page exits   d) Percentage of time spent

(v)   Define the term Engagement in the context of social media.
    a) Interactions and interactions   b) Social media budget
    c) Time spent online   d) Popularity of a post

(vi) Express a primary purpose of monitoring social media activities.
    a) Disregard customer comments   b) Ignore social media
    c) Gain more followers   d) Measure performance

(vii) Explain the significance of audience engagement in social media marketing.
    a) Builds a loyal community   b) Increases social media budget
    c) Removes customer interaction   d) Avoids customer feedback

(viii) Express a common social media goal for businesses aiming to generate leads.

a) Decrease lead conversion
b) Increase lead generation
c) Ignore lead tracking
d) Random content sharing

(ix) Explain the concept of a social media content calendar.

a) Scheduling content posting
b) Ignoring content creation
c) Encouraging random posting
d) Avoiding content sharing

(x) Explain why brand consistency is crucial in social media marketing.

a) Builds brand recognition
b) Promotes brand confusion
c) Increases brand competition
d) Avoids brand presence

(xi) Determine a popular method of driving traffic to a website from social media.

a) Sharing blog posts
b) Ignoring website analytics
c) Increasing ad budget
d) Reducing content diversity

(xii) Illustrate a paid social media advertising format known for its short, engaging video content.

a) Pinterest Carousel Ads
b) LinkedIn Sponsored Content
c) Instagram Stories Ads
d) Twitter Promoted Tweets

(xiii) Illustrate a paid advertising method on social media that allows businesses to target specific demographics.

a) Promoting to all users
b) Randomly boosting posts
c) Ignoring audience demographics
d) Custom Audience Targeting

(xiv) Illustrate a key benefit of using social media for market research.

a) Decreased customer engagement
b) Audience insights
c) Limited data collection
d) Ignored customer feedback

(xv) Illustrate a key benefit of using paid social media advertising for brand awareness.

a) Increased brand visibility
b) Decreased customer engagement
c) Limited ad reach
d) Ignored brand identity

Group-B
(Short Answer Type Questions)

3 x 5=15

2. Define blogging. (3)
3. Describe multimedia sharing platforms in social media. (3)
4. Discuss the significance of tracking and analyzing social media metrics. (3)
5. Determine the importance of setting clear goals in social media marketing. (3)
6. Assess the benefits of using YouTube for video content in social media marketing. (3)

OR

Evaluate the use of Facebook Ads for precise audience targeting in social media marketing. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Describe three popular social media websites and highlight their unique features. (5)
8. Explain how the concept of social media influencers has evolved and their role in online marketing. (5)
9. Explain the importance of data privacy and protection when using social media for business purposes. (5)
10. Explain the role of data-driven strategies in social media marketing. (5)
11. Illustrate the importance of Content Calendar in Social Media Marketing planning. (5)
12. Illustrate the role of Influencer Marketing in Social Media Promotion. (5)

OR

Illustrate the role of Customer Feedback in refining Social Media Promotion strategies.　　(5)

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