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BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – BBA(DM)-2022
Course Name – Social Media Marketing-II
Course Code - BBADM602
(Semester VI)

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) Select the primary goal of Facebook and Instagram marketing.
 - a) To only increase likes and followers
 - b) To drive brand awareness, engagement, and conversions
 - c) To send spam messages to users
 - d) To post random content without a strategy
- (ii) Select the best type of content for higher engagement on Instagram.
 - a) Plain text posts
 - b) High-quality images, reels, and carousel posts
 - c) Lengthy blog articles
 - d) Unformatted content with no captions
- (iii) Select the best way to grow an Instagram page organically.
 - a) Buying fake followers
 - b) Consistently posting high-quality content and engaging with the audience
 - c) Posting only once a month
 - d) Using unrelated hashtags
- (iv) Select the main purpose of Facebook Pixel.
 - a) To track user interactions and optimize ad performance
 - b) To increase page likes automatically
 - c) To replace organic marketing
 - d) To send messages to random users
- (v) Select the most effective bidding strategy for a limited budget in social media advertising.
 - a) Setting an unlimited budget for all campaigns
 - b) Using cost-per-click (CP or cost-per-impression (CPM) bidding
 - c) Ignoring campaign performance metrics
 - d) Spending the entire budget in a single day
- (vi) Select the best approach for setting an ad budget on social media.
 - a) Allocating a budget based on business goals and expected return on investment (ROI)
 - b) Spending without tracking performance
 - c) Using the same budget for all campaigns, regardless of objectives
 - d) Investing only in organic reach without paid ads

- (vii) Choose the best Facebook ad format for collecting customer information.
- a) Image Ad
 - b) Carousel Ad
 - c) Lead Generation Ad
 - d) Slideshow Ad
- (viii) Identify the key feature of Instagram Shopping.
- a) Allows direct purchases within Instagram
 - b) Only available for verified accounts
 - c) Requires a physical store
 - d) Cannot be used for service-based businesses
- (ix) Choose the best time to post on Instagram for maximum engagement.
- a) 2 AM - 5 AM
 - b) 6 PM - 9 PM
 - c) 12 PM - 3 PM
 - d) 10 PM - 1 AM
- (x) Identify the best LinkedIn strategy to establish thought leadership.
- a) Post memes
 - b) Publish long-form articles & case studies
 - c) Share personal photos
 - d) Only comment on other posts
- (xi) Choose the LinkedIn feature that helps businesses attract top talent.
- a) LinkedIn Stories
 - b) LinkedIn Jobs
 - c) LinkedIn Groups
 - d) LinkedIn Newsletter
- (xii) Identify the Twitter ad format that promotes brand storytelling.
- a) Image Ad
 - b) Carousel Ad
 - c) Video Ad
 - d) Poll Ad
- (xiii) Identify the YouTube metric that measures the number of times a video is clicked compared to impressions.
- a) Retention Rate
 - b) Click-Through Rate (CTR)
 - c) Watch Time
 - d) Bounce Rate
- (xiv) Choose the best strategy to increase YouTube watch time.
- a) Use keyword stuffing
 - b) Create longer, engaging videos
 - c) Disable comments
 - d) Post videos randomly
- (xv) Identify the best YouTube thumbnail type for high CTR.
- a) Text-only
 - b) High-quality, custom thumbnail
 - c) Default video screenshot
 - d) Black & White image

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain the benefits of using Instagram Shopping for e-commerce. (3)
3. Describe what is the importance of engagement in SMM. (3)
4. Discuss what are social media analytics. (3)
5. Describe what are Facebook Ads. (3)
6. Assess how competitor analysis influences social media growth. (3)

OR

Justify the need for A/B testing in social media advertising. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Classify different types of social media platforms. (5)
8. Justify why tracking social media metrics is essential for marketing success. (5)
9. Classify different types of social media ads. (5)
10. Explain the benefits of using YouTube Shorts for brand promotion. (5)
11. Define Meta Marketing and its primary objectives. (5)
12. Justify the need for social media marketing automation in large-scale campaigns. (5)

OR

Justify the impact of influencer marketing as part of a social media strategy. (5)