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# BRAINWARE UNIVERSITY

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

**Term End Examination 2025-2026**
**Programme – BBA(DM)-Hons-2023**
**Course Name – Social Media Marketing**
**Course Code - BBD50114**
**( 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) Select one primary purpose of using social media in business.
a) Avoiding customers b) Increasing warehouse costs
c) Engaging with audiences d) Slowing down brand growth

(ii) Identify one of the oldest social media platforms.
a) Instagram b) Facebook
c) Friendster d) Discord

(iii) Select the parent company of Instagram.
a) Alphabet b) Meta
c) Twitter Inc. d) Microsoft

(iv) Identify the platform known for long-form video content.
a) TikTok b) YouTube
c) Snapchat d) Threads

(v) Select the common term for users creating content for brands.
a) Paid partnership b) Sponsored content
c) User-generated content d) Native advertising

(vi) Identify how to apply geotargeting in social media ads.
a) Show ads globally only b) Show ads to users in specific locations
c) Show ads to anyone over 18 d) Show to only influencers

(vii) Identify how to use audience insights for better ad results.
a) Ignore user data b) Use age, interests, and behavior
c) Look at weather info d) Focus on news channels

(viii) Select image-to-text ratio rules in Facebook ads.
a) Only text allowed b) Only image allowed
c) Use too much text d) Keep text under 20% of the image

(ix) Identify how to boost an Instagram post.
a) Click 'Boost Post' and choose settings b) Log out and log in again

c) Delete the post
d) Only share the post in stories

(x) Select how to implement mobile-first design for ads.

a) Using tiny text and big files
b) Optimizing for small screens and fast load times
c) Making desktop-only designs
d) Hiding images

(xi) Determine the platform ideal for B2B advertising.

a) Instagram
b) TikTok
c) LinkedIn
d) Snapchat

(xii) Choose the element that enhances ad performance through A/B testing.

a) Changing budget
b) Modifying caption
c) Altering creative elements
d) Pausing campaign

(xiii) Determine the benefit of using short-form video ads.

a) Longer watch time
b) Slow delivery
c) Faster message delivery
d) Less reach

(xiv) Choose the best tool to create Augmented Reality (AR) experiences.

a) Photoshop
b) Google Sheets
c) Snapchat Lens Studio
d) Notepad

(xv) Predict the impact of VR in brand storytelling.

a) It reduces clarity
b) It makes stories more immersive and engaging
c) It shortens attention spans
d) It removes visuals

## Group-B

(Short Answer Type Questions) 3 x 5=15

2. Define social media marketing. (3)
3. Recall one reason businesses prefer Instagram for product promotions. (3)
4. Identify the key elements of a content strategy for online communities. (3)
5. Write the difference between text and video ads in terms of engagement. (3)
6. Summarize two emerging trends in social media marketing. (3)

**OR**

Compare AR and VR in terms of user experience in social media. (3)

## Group-C

(Long Answer Type Questions) 5 x 6=30

7. Classify the various types of social media platforms used for communication and marketing. (5)
8. Assess how using a social media calendar helps track campaigns more effectively. (5)
9. Describe the evolution of social media marketing from its early days to the present. (5)
10. Explain how identifying a target audience helps in building effective online communities. (5)
11. Establish the key elements of a successful advertising creative on social media. (5)
12. Classify the various analytics metrics used in social media. (5)

**OR**

Classify the different forms of advertisements in social media. (5)

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