



44029

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



BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – BBA(BA)-Hons-2024
Course Name – Social Media Marketing
Course Code - BBB40107
(Semester IV)

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) Recognize a feature of social media platforms.
 - a) No user interaction
 - b) User-generated content
 - c) Offline accessibility
 - d) Manual updates
- (ii) Identify an example of social media content.
 - a) Infographics
 - b) Carousel Posts
 - c) 1 only
 - d) Both 1 & 2
- (iii) State one role of social media in modern marketing.
 - a) Replacing all products
 - b) Enhancing digital promotion
 - c) Eliminating customers
 - d) Stopping competition
- (iv) Select the most common platform for discussing questions and answers.
 - a) Reddit
 - b) Quora
 - c) LinkedIn
 - d) None
- (v) Identify the common platform for sharing short posts.
 - a) Facebook
 - b) Instagram
 - c) LinkedIn
 - d) Twitter
- (vi) Identify the best type of content that encourages interaction.
 - a) Static announcements only
 - b) Interactive posts like polls and questions
 - c) Automated messages
 - d) Archived posts
- (vii) Identify the best response to constructive criticism.
 - a) Defensive reply
 - b) Ignoring the message
 - c) Acknowledging and addressing the issue
 - d) Blocking the user
- (viii) Select the impact of goal setting on community performance.
 - a) Creates confusion
 - b) Provides focus and measurement
 - c) Reduces planning
 - d) Limits participation

- (ix) Distinguish between positive and negative feedback in an online community.
- | | |
|--|--|
| a) Positive feedback discourages growth | b) Negative feedback provides no value |
| c) Positive feedback reinforces strengths; negative feedback highlights areas to improve | d) Both types are identical |
- (x) Identify the role of moderators in managing online communities.
- | | |
|-------------------------|--|
| a) To create conflicts | b) To monitor interactions and maintain guidelines |
| c) To reduce engagement | d) To post advertisements only |
- (xi) Choose the practice that best ensures ethical AI chatbot deployment.
- | | |
|----------------------------|----------------------------|
| a) 24/7 automation | b) Concealing bot identity |
| c) Explicit bot disclosure | d) Aggressive targeting |
- (xii) Choose the legal issue that is most relevant when using user-generated AR content.
- | | |
|---------------------------|---------------------------------|
| a) Bandwidth usage | b) Intellectual property rights |
| c) Load time optimization | d) Hashtag visibility |
- (xiii) Choose the action that best aligns with ethical influencer marketing using AI tools.
- | | |
|---------------------------------|------------------------------------|
| a) Hiding sponsorship tags | b) Disclosing paid partnerships |
| c) Auto-generating fake reviews | d) Manipulating engagement metrics |
- (xiv) Choose the correct option: Virtual Reality (VR) marketing experiences must ethically prioritize:
- | | |
|--------------------------|----------------------------|
| a) Immersion over safety | b) User consent and safety |
| c) Maximum realism | d) Hardware dependency |
- (xv) Choose the principle that helps evaluation of ethical AR advertising aimed at children.
- | | |
|------------------------|-----------------------------|
| a) Profit maximization | b) Vulnerability protection |
| c) Visual appeal | d) Market dominance |

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Group-B

(Short Answer Type Questions)

3 x 5=15

2. State any two popular social media platforms used for marketing. (3)
3. Define user-generated content. (3)
4. Explain the importance of setting clear objectives while building an online community. (3)
5. Sketch the importance of user-generated content (UGC) in a social media advertising strategy. (3)
6. Examine the importance ROI analysis plays in decision-making in social media analytics. (3)

OR

- Analyze the contribution of reporting and insight generation to improve future social media campaigns. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Define social media platforms and state their key characteristics. (5)
8. Explain the importance of setting clear objectives and goals in building online communities. (5)
9. Explain the application of content strategies to be applied differently across Facebook and Instagram to increase user engagement. (5)
10. Differentiate between reach and impressions and analyze their significance in campaign analysis. (5)
11. Analyze the process of identifying suitable influencers using analytical tools. (5)
12. Evaluate the ethical implications of using AI-driven algorithms in social media marketing. (5)

OR

Assess the role of chatbots in customer engagement with respect to ethical and legal responsibilities.

(5)

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