

END SEMESTER EXAMINATION, MAY - 2026**M. B. A. Semester - IV****Paper Code:542134****Subject Name: Social Media Marketing****Subject Code: MBAM311****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.****Q.1. Objectives Type (Very short/ Short Answer, MCQ, One-liners, Fill in the Blank, True/ False)**
Attempt all. (10x2=20)

a.	Define the term 'Social Media' in a modern marketing context.	CO1
b.	What is the main objective of utilizing a 'sales post'?	CO1
c.	Fill in the blank: _____ are widely used on Twitter to categorize content and increase search discoverability.	CO2
d.	True/False: Reach and volume are identical parameters in social media analytics.	CO2
e.	Identify the social media platform famously known for 'pin boards' and visual discovery.	CO2
f.	State one distinct characteristic of YouTube as a marketing media.	CO2
g.	What is the purpose of using image cut-outs in content design?	CO2
h.	Name a parameter used to accurately measure a brand's 'share of voice'.	CO1
i.	Define 'Target Audience' in digital marketing.	CO1
j.	Mention one primary use of corporate blogs.	CO2

Q.2. Short notes / Short Answer Type (Attempt any five out of Seven) (5x4=20)

a.	Explain the overall scope of Social Media Marketing in today's digital business environment.	CO2
b.	What are the fundamental basics of the content creation process?	CO2
c.	Describe the different post types and their appropriate dimensions for Instagram marketing.	CO2
d.	Explain the concept of 'how to pin' effectively for advertising on Pinterest.	CO3
e.	Discuss the importance of monitoring response rate and response time in managing a brand's online reputation.	CO3
f.	How can blogs be effectively utilized as an integrated social media platform for marketing?	CO2
g.	Briefly explain the concept of 'referrals' in social media analytics.	CO3

Q.3. Structured Question (Attempt any three out of four) (3x10=30)

a.	Analyze the impact of different content types (sales, interactive, informative) on audience engagement, using a hypothetical retail brand as your case study.	CO4
b.	Illustrate the step-by-step method to conduct a competitor analysis for Facebook and Instagram marketing.	CO4
c.	"Hashtags are critical for discoverability." Apply this concept to demonstrate how a brand can optimize its reach and target audience on Twitter and LinkedIn.	CO5
d.	Evaluate the direct relationship between top-of-funnel social media metrics (volume, reach) and broader business conversions.	CO5

Q.4. Long Answer / Essay type (Attempt any two out of three) (2x15=30)

a.	Discuss the introduction and overview of Pinterest and LinkedIn. How do these platforms differ in characteristics, target audience demographics, and their specific marketing applications (such as pinning versus crafting professional summaries)?	CO5
b.	Formulate a comprehensive Facebook and Instagram advertising strategy for a new fitness clothing line. Address target audience identification, page setup, and the design of a balanced content mix.	CO5
c.	Critically evaluate the importance of measuring social media impact. Provide a detailed analysis of how 'share of voice', 'referrals', and 'engagement metrics' are utilized to assess a campaign's performance against predefined marketing objectives.	CO6
