



III Semester UG Courses Examination, April/May 2023
(NEP Scheme)
BUSINESS ADMINISTRATION (Open Elective)
Social Media Marketing

Time : 2½ Hours

Max. Marks : 60

Instruction : Answers should be written **only in English**.

SECTION – A

- I. 1) Answer **any 5** questions. **(5×2=10)**
- a) What are Facebook Groups ?
 - b) What are Instagram Stories ?
 - c) What do you mean by Hashtag ?
 - d) What is a YouTube Playlist ?
 - e) Give the meaning of Content Marketing.
 - f) Give the meaning of Social Media.
 - g) What do you mean by Clickbait ?

SECTION – B

- II. Answer **any 3** questions. **(3×4=12)**
- 2) Explain the 4P's of marketing.
 - 3) Explain the steps in creating a Facebook Fan page.
 - 4) What are the advantages of twitter Marketing ?
 - 5) What are the uses of YouTube ?
 - 6) What are the advantages of Search Engine Marketing ?



SECTION – C

III. Answer **any 3** questions.**(3×10=30)**

- 7) Explain the different Lead Generation Tactics in Instagram.
- 8) What are the key steps to building personal branding on twitter ?
- 9) Explain the different metrics used to analyse the performance of YouTube content.
- 10) Explain the significant benefits of SEO Marketing.
- 11) Explain the goals of Social Media Marketing.

SECTION – D

IV. Answer **any 1** question.**(1×8=8)**

- 12) Explain the process involved in creating a YouTube Channel for promoting your business.
- 13) Create a facebook advertisement to promote your bookstore business.