



III Semester All U.G. Courses Examination, February/March 2024
(NEP Scheme)
(Freshers and Repeaters)
BUSINESS ADMINISTRATION (Open Elective)
Social Media Marketing

Time : 2½ Hours

Max. Marks : 60

Instruction : Answers should be written only in English.

SECTION – A

I. Answer any 5 questions.

(5×2=10)

- 1) a) What are the steps to create twitter account ?
- b) What is traditional media ?
- c) Define content marketing.
- d) What are the steps to analyze the twitter marketing ?
- e) Define SEO.
- f) What are Facebook Groups ?
- g) What is hashtag ?

SECTION – B

II. Answer any 3 questions.

(3×4=12)

- 2) Explain the strategy of twitter marketing.
- 3) What are the disadvantages of twitter marketing ?
- 4) Mention the limitations of Facebook marketing.
- 5) How to create an Instagram theme ?
- 6) What are the issues in Global E-marketing ?

P.T.O.



SECTION – C

III. Answer **any 3** questions.

(3×10=30)

- 7) Mention the different sites and platforms in social media.
- 8) Mention the limitation and advantages of Facebook Marketing.
- 9) What are the different strategies in Instagram Marketing ?
- 10) What are the different ways to post a content in Twitter ?
- 11) What are the social technology and marketing influence in India ?

SECTION – D

IV. Answer **any 1** question.

(1×8=8)

- 12) Difference between Facebook Marketing and Instagram Marketing.
 - 13) Mention the impact of online reputation.
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