

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)

CLASS: BSC. (ANIMATION & MULTIMEDIA)
BRANCH: ANIMATION & MULTIMEDIA

SEMESTER : III
SESSION : MO/2024

SUBJECT: MN429 SOCIAL MEDIA MARKETING

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
2. Attempt all questions.
3. The missing data, if any, may be assumed suitably.
4. Before attempting the question paper, be sure that you have got the correct question paper.
5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.

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|--------|--|-----|-----|
| Q.1(a) | What is Social Media Marketing? Write a short note on Social Media Content Management. | [5] | 1 2 |
| Q.1(b) | What is the significance of social media marketing in today's business world? Explain. | [5] | 1 2 |
| Q.2(a) | Discuss the concept of Social Media Marketing Plan. | [5] | 2 2 |
| Q.2(b) | Describe the benefits of integrating multiple channels for Social Media Marketing. | [5] | 2 2 |
| Q.3(a) | Write a note on social media content creation and sharing. | [5] | 3 2 |
| Q.3(b) | Describe the features of Blogs, Podcasts and Videos in the context of Social Media Marketing. | [5] | 3 2 |
| Q.4(a) | Discuss the ways to use X (Twitter) as a marketing tool by any company. | [5] | 4 2 |
| Q.4(b) | How brands get benefited from influencers? Discuss. | [5] | 4 2 |
| Q.5(a) | Discuss the ways to use YouTube for Social Media Marketing. | [5] | 5 2 |
| Q.5(b) | What are the reasons for businesses to use Facebook and Instagram for Social Media Marketing? Discuss. | [5] | 5 2 |

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