

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION MO/2024)

CLASS: B.Sc
BRANCH: ANIMATION & MULTIMEDIA

SEMESTER : III
SESSION : MO/2024

SUBJECT: MN429 SOCIAL MEDIA MARKETING

TIME: 02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
2. Attempt all questions.
3. The missing data, if any, may be assumed suitably.
4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates

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Q.1(a)	Write a short note on Social Media Marketing.	[2]	1	2
Q.1(b)	Describe the significance of Social Media Marketing in today's business world.	[3]	1	2
Q.2(a)	What is Social Media Content Management?	[2]	1	2
Q.2(b)	Discuss Social Media Content Scheduling.	[3]	1	2
Q.3(a)	What is Social Media Marketing (SMM) Strategy?	[2]	2	2
Q.3(b)	Discuss the challenges of integrating multiple channels for Social Media Marketing.	[3]	2	2
Q.4(a)	What are the components of Social Media Marketing Plan?	[2]	2	2
Q.4(b)	Discuss the benefits of Integrating multiple channels for Social Media Marketing.	[3]	2	2
Q.5(a)	Write a short note on Blogs.	[2]	3	2
Q.5(b)	Discuss different aspects of Social Media Content Creation.	[3]	3	2

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