

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

**CLASS: BBA  
BRANCH: MANAGEMENT**

**SEMESTER : V  
SESSION : MO/2024**

**SUBJECT: MT326 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)	Discuss the significance of social media marketing in today's business world.	[5] 1	3
Q.1(b)	Explain Social Media Content Scheduling.	[5] 1	3
Q.2(a)	Discuss the components of Social Media Marketing Plan.	[5] 2	2
Q.2(b)	Explain the benefits of integrating multiple channels for Social Media Marketing.	[5] 2	2
Q.3(a)	Describe marketing strategies on the use of blogging.	[5] 3	4
Q.3(b)	Discuss marketing strategies on the use of podcasts and videos.	[5] 3	4
Q.4(a)	Discuss the challenges of Social Media Influencer Marketing.	[5] 4	2
Q.4(b)	Describe the ways to use X (Twitter) as a tool for networking.	[5] 4	2
Q.5(a)	Discuss the evaluation of social media marketing effectiveness.	[5] 5	5
Q.5(b)	Describe different stages of video flow.	[5] 5	5

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