

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

**CLASS: BBA
BRANCH: BBA**

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

SUBJECT: MT326 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

		CO	BL
Q.1(a)	Define Social Media Marketing.	[2]	1 2
Q.1(b)	Explain the significance of Social Media Marketing in the modern world.	[3]	1 2
Q.2(a)	Write a short note on Social Media Content Scheduling.	[2]	1 2
Q.2(b)	Discuss touch point analysis in the context of social media platforms.	[3]	1 2
Q.3(a)	What is Social Media Marketing Plan?	[2]	2 2
Q.3(b)	Discuss integration of Social Media Networks into your marketing strategy.	[3]	2 2
Q.4(a)	Briefly discuss the Integration of multiple social media channels for Social Media Marketing.	[2]	2 2
Q.4(b)	What are the benefits and challenges of Integrating multiple channels for Social Media Marketing?	[3]	2 2
Q.5(a)	What are Blogs? Discuss briefly.	[2]	3 2
Q.5(b)	Discuss Social Media Content Creation and Sharing.	[3]	3 2

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