

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

**CLASS: BBA
BRANCH: MANAGEMENT**

**SEMESTER : V
SESSION : MO/2025**

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.
-

		CO	BL
Q.1(a)	“Social Media Marketing is unavoidable for marketers in the present business environment”. Comment highlighting the major reasons.	[5] 1	6
Q.1(b)	What is Social Media Marketing? Discuss the different types of content in context of Social Media Marketing.	[5] 1	3
Q.2(a)	What do you understand by Social Media Marketing Strategy? Why does SMM strategy demands integration of Social Media networks.	[5] 2	3
Q.2(b)	Design a Social Media Marketing plan for a company trying to increase awareness and generate leads of its new model of mobile phones.	[5] 2	6
Q.3(a)	What are blogs? Differentiate blogs from website.	[5] 3	2
Q.3(b)	What is a podcast? Discuss the reasons for the increasing use of images and videos in building blogs and podcasts.	[5] 3	6
Q.4(a)	“Twitter has emerged as an important marketing and networking tool by organisations.” Comment with suitable examples.	[5] 4	6
Q.4(b)	What is the role of a social media influencer? Explain any two types of Social Media Influencer.	[5] 2	2
Q.5(a)	Discuss the role of Facebook in promoting and selling products online.	[5] 5	2
Q.5(b)	“Youtube is an important SMM platform for popularizing and promoting new and complex products & Services.” Comment with suitable examples.	[5] 5	6

:::24/11/2025:::M