

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

CLASS: BBA  
BRANCH: MANAGEMENT

SEMESTER : V  
SESSION : MO/2025

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)	What do you understand by <b>Social Media</b> Marketing? Outline two major social media marketing networks.	[2] 2	2
Q.1(b)	“ <b>Social Media</b> Marketing cannot be ignored in the present business environment”. Comment highlighting the major reasons.	[3] 1	4
Q.2(a)	Outline the different Content types in context of Social Media Marketing. Explain any two of them.	[2] 1	2
Q.2(b)	“LinkedIn is the most preferred Professional Networking Social Media Platform”. Comment with suitable reasons and examples.	[3] 1	4
Q.3(a)	Describe Social Media Marketing Strategy.	[2] 2	2
Q.3(b)	“Integration of Social Media Networks is very important in the marketing strategy of the organization”. Comment with suitable examples.	[3] 2	4
Q.4(a)	Describe Social Community and Social Publishing in context of SMM.	[2] 2	2
Q.4(b)	Discuss the components of a Social Media Marketing Plan.	[3] 3	2
Q.5(a)	Discuss the importance of Content creation and sharing in the current Social Media Marketing environment.	[2] 2	2
Q.5(b)	What are blogs? Outline its need and importance in context of SMM.	[3] 3	2

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