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B.M.S COLLEGE FOR WOMEN, AUTONOMOUS
BENGALURU – 560004
SEMESTER END EXAMINATION – MARCH/APRIL- 2023

OPEN ELECTIVE – III Semester

SOCIAL MEDIA MARKETING
(NEP Scheme 2021-22 onwards)

Course Code: BVRM3OE03
Duration: 2 ½ Hours

QP Code: 3212
Max. Marks: 60

SECTION-A

I. Answer any FIVE of the following questions. Each question carries TWO Marks.

(5X2=10)

- Who is Social Media Marketer?
- Define e-commerce.
- State two demerits of Social Media Marketing.
- What is meant by Advertisement?
- What is Market Segmentation?
- Give the meaning of LinkedIn Marketing.
- State any four career opportunities in Social Media Marketing.

SECTION- B

II. Answer any FOUR of the following question. Each question carries FIVE Marks. (4X5=20)

- How Social Media Marketing is distinct from traditional Marketing? Justify.
- What are the features of Facebook & Twitter?
- Explain Social Media Marketing Planning Cycle.
- Write the characteristics of Social Media platforms for Marketing.
- Write the formats of Facebook Marketing in detail.

SECTION- C

III. Answer any TWO of the following question. Each question carries TWELVE Marks.

(2X12=24)

7. Explain in detail the Merits and Demerits of SMM and also explain the Myths of SMM.
8. Write Short note on
 - a) Instagram Marketing
 - b) YouTube Marketing
9. How do you create a profile with any two different Social Media platforms of your own business?

SECTION- D

IV. Answer any ONE of the following questions carries SIX Marks.

(1X6=06)

10. Create a Social media account for your imagined business.
11. List out the roles of different social media platforms.
