

GUJARAT TECHNOLOGICAL UNIVERSITY
PGDDM– SEMESTER –I–EXAMINATION – WINTER-2023

Subject Code:2517605**Date: 06-12-2023****Subject Name: Social media Marketing****Time:10:30 AM to 12:30 PM****Total Marks: 50****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description	Mark
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical A. Hashtags B. social media marketing metric C. What is C2C marketing? D. "social media optimization E. social bookmarking F. Guest Blogging G. Linking Internally H. Content Seeding	14
Q.2	Multiple Choice Questions (All Compulsory)	12
1	For a given keyword, ____ analyzes the number of searches on the Internet and monitors its spread across the Internet. A. Canva B. Buffer C. Brand24 D. Chattypeople	
2	Which of the following is NOT a Social Media Platform? A. Facebook B. Twitter C. Instagram D. Google	
3	How many Social Media Classification tools are there? A. 2 B. 3 C. 4 D. 5	
4	____ content through social media (videos and written text) allows us to disseminate information. A. Networking B. Publishing C. Marketing D. Advertising	
5	SMM helps improve - A. Brand Awareness B. Product Visibility C. Both A and B D. None of Above	
6	It is possible that customers will not be interested in our products and services if we share them regularly on social media. To improve the value of the product, we need to pay ____ attention to the creation of relevant and effective content because relevant and effective content will help us to improve the product's value. A. Less B. More C. Average D. None	
7	Facebook was founded in the year - A. 2002 B. 2003 C. 2004 D. 2005	
8	Using ____, we can send messages, images, audio, and videos to friends, relatives, colleagues, and customers.	

- | | | | | |
|----|---|-----------|----|-----------|
| | A. | Facebook | B. | Quora |
| | C. | Twitter | D. | Pinterest |
| 9 | Twitter is an ___-based communication platform. | | | |
| | A. | Email | B. | SMS |
| | C. | Chat | D. | OTP |
| 10 | A notable feature of ___ is the disappearance of messages and content.. | | | |
| | A. | Facebook | B. | Twitter |
| | C. | Snapchat | D. | Pinterst |
| 11 | In addition to searching for jobs, staying connected with professionals, and recruiting new employees, ___ also helps us promote our business with advice from experienced employees. | | | |
| | A. | LinkedIn | B. | Facebook |
| | C. | Instagram | D. | Twitter |
| 12 | Which of the following is the second largest search engine? | | | |
| | A. | YouTube | B. | Google |
| | C. | Bing | D. | Yahoo |

Q.3

Long Questions

- (a) ‘Virtual communities is a perfect place to listen to customers? Appraise **07**
- (b) Explain difference between websites and Blogs. Discuss the importance of blogs in digital promotion **07**

OR

- (a) What is trolling? How can companies effectively handle trolling on the website? **07**
- (b) How can I increase my organic reach on social Media Marketing ? Explain. **07**
- Identify how customer engagement is important in SMM

Q.4

Mlinda has launched a new ad campaign, which aims to highlight the tremendous examination pressure faced by students. The ad is part of PepsiCO India-owned fizzy orange drink’s larger initiative, Release the pressure, under which company has also partnered with speciality hospital chain Fortis Healthcare to start a student helpline which will offer counselling services. The new film brings forward the issue of constant comparison by parents which often leads to lower self-esteem among teenagers. Inspired by focused group discussions conducted across the country with students, the film hopes to be mirror for society and aims to bring attention to students’ distress. It features real teenagers and focuses on the issues of parental pressure, and what happens when parents constantly compare their children to peers, neighbors and sibilings

- a) How would you use Facebook as a platform to promote the campaign ? Prepare Facebook campaign for Mlinda **10**

OR

- a) How would you use Instagram as a platform to promote the campaign? Prepare Instagram campaign for Mlinda **10**
