

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	Marks
Q.1	Explain following terms (Attempt Any Seven) <ol style="list-style-type: none">1. What does "relationship building" mean in the context of social media marketing?2. What is "lead generation" in the context of social media?3. What is meant by "branding" on social media platforms?4. What is "Facebook advertising" and how does it benefit businesses?5. What is the primary function of LinkedIn in a business marketing strategy?6. What are recent trends in social media marketing in India?7. What is a "social media influencer"?8. What is "social media optimization" (SMO)?	14
Q.2	Multiple Choice Questions (All Compulsory)	12
1	What is the purpose of "social media optimization" (SMO)? A To improve search engine rankings B To optimize website loading speed C To enhance visibility and engagement on social media platforms D To create SEO-friendly content	
2	What is the main objective of "lead generation" in social media marketing? A To sell products directly B To create viral content C To collect information from potential customers for future marketing D To increase the number of likes on posts	
3	Which of the following is the main benefit of using video marketing on social media? A To reduce the cost of advertising B To create text-based content C To increase engagement by showcasing products or services in action D To limit interaction with customers	
4	Which social media platform is primarily focused on sharing visual content like images and infographics? A LinkedIn B Pinterest C Twitter D Facebook	

5 You are managing the Instagram account of a new fashion brand. Which content strategy would you use to engage your followers effectively?

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|---|--|---|---|
| A | Post only promotional content about the brand's new products | B | Share behind-the-scenes videos, customer testimonials, and user-generated content |
| C | Post generic stock images with product descriptions | D | Post content once a month without engaging with followers |

6 What is the main purpose of social media marketing?

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|---|--------------------------------------|---|--|
| A | To create a website for the business | B | To build and maintain relationships with customers |
| C | To write blogs for the company | D | To create television ads |

7 Which of the following best describes "content marketing" in the context of social media?

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|---|---|---|---|
| A | Posting only promotional material on social media | B | Creating valuable, informative, and engaging content for the audience |
| C | Selling products directly through posts | D | Focusing only on paid advertisements |

8 How can video marketing benefit businesses on social media?

- | | | | |
|---|-------------------------------------|---|--|
| A | By reducing the number of followers | B | By making the brand more relatable and increasing engagement |
| C | By focusing on text-based content | D | By sharing only professional photos |

9 What is the role of hashtags in social media marketing?

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|---|--|---|---|
| A | They increase the cost of advertising | B | They help categorize content and make it discoverable by a wider audience |
| C | They are used to promote only paid ads | D | They are only used for personal posts |

10 What is the role of "analytics" in social media marketing?

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|---|---|---|--|
| A | To generate more sales without any planning | B | To track the performance of posts, ads, and campaigns to improve future strategies |
| C | To ignore customer behavior | D | To only collect follower counts |

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What does "organic reach" refer to in social media marketing?

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|---|---|---|---|
| A | The number of paid ads shown on social media | B | The natural visibility a post gets without any paid promotion |
| C | The increase in followers from external sources | D | The increase in website visits due to influencer endorsements |

12

When running a social media campaign, which factor is most important when choosing your target audience?

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|---|---|---|---|
| A | Choosing an audience based on their favorite colors | B | Understanding the audience's demographics, interests, and behaviors |
| C | Choosing an audience randomly | D | Targeting the same audience as your competitors |

Q.3

- (a) What is social media optimization (SMO)? Explain the strategies that businesses can use to optimize their social media profiles and improve visibility and engagement. **07**
- (b) Define "social media advertising" and explain how businesses can effectively use paid advertising on platforms such as Facebook, Instagram, and Twitter. **07**

OR

Q.3

- (a) Discuss the history of social media marketing. How has the evolution of social media platforms impacted the way businesses engage with customers and promote their products or services? **07**
- (b) What is the importance of relationship building through social media? Explain how businesses can use social media tools and strategies to build and maintain strong relationships with their customers. **07**

Q.4

Social Media Strategy for a New Fashion Brand

XYZ Fashion is a newly launched fashion brand that sells trendy clothing and accessories for young adults. The brand has a unique selling proposition (USP) of offering eco-friendly and sustainable products, catering to the environmentally conscious generation. The company has recently created accounts on major social media platforms such as Instagram, Facebook, and Twitter, aiming to build a strong online presence and engage with potential customers.

The marketing team at XYZ Fashion has started by posting high-quality product images, behind-the-scenes photos of the production process, and customer reviews. They have also created a few influencer partnerships where popular fashion bloggers and influencers showcase XYZ Fashion products in their posts. The brand's Instagram account has gained some followers, and they receive regular engagement through comments and likes.

However, XYZ Fashion is struggling to increase its follower count and conversion rates on their social media platforms. While the influencer posts

get some attention, the organic posts from the brand's page do not seem to generate enough interest or sales. The company is now looking to adjust its social media strategy to improve brand awareness, engagement, and ultimately drive more sales.

- (a) What could XYZ Fashion do to improve its social media content strategy? Provide suggestions that could help increase organic engagement and reach. **10**

OR

- (a) Discuss the role of influencer marketing in the social media strategy for XYZ Fashion. What should the brand look for in selecting influencers and how can they measure the success of these collaborations? **10**
