

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION MAY 2025
(Fifth Semester)

Branch – e-COMMERCE

MAJOR ELECTIVE COURSE – I : SOCIAL MEDIA MARKETING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. What is a characteristic of viral marketing?
(i) High costs of campaigns (ii) Rapid sharing across networks
(iii) Limited audience reach (iv) Focus only on SEO
2. What does YouTube Analytics help track?
(i) Video upload speeds (ii) Audience engagement and performance
(iii) Competitor profiles (iv) Software updates
3. What does Instagram Analytics help measure?
(i) Post likes only (ii) Follower growth, engagement, and reach
(iii) Account creation speed (iv) Profile updates
4. What does Twitter use to organize conversations?
(i) Tweets (ii) Profiles
(iii) Hashtags (iv) Stories
5. What is a metric commonly used to measure social media performance?
(i) Conversion rate (ii) Page load time
(iii) Website domain name (iv) Content length

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a. Define social media marketing and explain its importance in building brand awareness.
OR
b. What are the benefits of blogging, and how does it help in building an audience?
- 7 a. Describe any two social media marketing tools and explain their significance.
OR
b. Explain the steps involved in creating a YouTube channel and uploading a video.
- 8 a. What are the essential steps to create and optimize a Facebook business page?
OR
b. Describe the importance of Instagram analytics for influencers and businesses.
- 9 a. What are the different types of tweets on Twitter, and how are they used in marketing?
OR
b. Explain the benefits of optimizing a LinkedIn profile for professional networking.

Cont...

- 10 a What are the traits of effective ratings and reviews, and why are they important for businesses?

OR

- b Explain the significance of engagement metrics in measuring social media marketing success.

SECTION -C (30 Marks)

Answer any **Three** questions

ALL questions carry **EQUAL** Marks

(3 x 10 = 30)

- 11 Explain the role of social media marketing in building brand awareness and social engagement. Discuss the importance of SMO strategies and content strategies in attracting and building an audience
- 12 Discuss the various tools used for social media marketing, including designing, video editing, and URL shortening tools. Additionally, explain the process of creating a YouTube channel, organizing home page content, and utilizing YouTube reports and analytics.
- 13 Analyze the steps involved in creating and optimizing a Facebook business page. Discuss the latest Facebook trends and how they contribute to community building. Also, explain how Instagram analytics help influencers and businesses achieve their goals.
- 14 Examine the significance of Twitter and LinkedIn in professional and business marketing. Highlight the process of creating accounts, setting up profiles, posting content, and leveraging analytics to optimize marketing strategies.
- 15 Explain the concept of ratings and reviews in social media marketing. Discuss their history, traits, and the importance of measurements, metrics, and goal setting in evaluating marketing performance.

Z-Z-Z END