

PSG COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2025
(Fifth Semester)

Branch – E -COMMERCE

MAJOR ELECTIVE COURSE – I SOCIAL MEDIA MARKETING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry **EQUAL** marks

$$(10 \times 1 = 10)$$

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

 $(5 \times 7 = 35)$

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the importance of social media marketing in the digital world. (OR)	K5	CO1
	11.b.	Outline the characteristics of Blogging.		
2	12.a.	List the video editing tools used in social media marketing. (OR)	K4	CO2
	12.b.	Analyse - how marketer measures the success of a you tube campaign?		
3	13.a.	Identify the do's and don't in Facebook marketing. (OR)	K3	CO3
	13.b.	Construct the ideas to become an influencer on Instagram.		
4	14.a.	Examine in detail about the insights for Twitter analytics. (OR)	K4	CO4
	14.b.	List the steps to create LinkedIn profile in social media marketing.		
5	15.a.	Make use of customer reviews on social media that influence brand perception – How. (OR)	K3	CO5
	15.b.	Develop the concept that why is it important to measure performance in social media marketing.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

 $(3 \times 10 = 30)$

Module No.	Question No.	Question	K Level	CO
1	16	Discuss the strategies of social media optimization used in social media marketing.	K6	CO1
2	17	Assess the current trends in You Tube marketing in 2025.	K5	CO2
3	18	Explain in detail how to create Instagram account and the types of Instagram account.	K5	CO3
4	19	Analyze the role of LinkedIn groups and communities play in network and marketing.	K4	CO4
5	20	List and explain the tools used to measure social media performance.	K4	CO5