

Name:	 UPES <small>UNIVERSITY OF TOMORROW</small>
Enrolment No:	

UPES
End Semester Examination, May 2023

Course: Social Media Marketing	Semester: IV
Program: BBA-DM	Time : 03 hrs.
Course Code: MKTG 2008	Max. Marks: 100

Instructions: All Questions are compulsory

SECTION A
10Qx2M=20Marks

S. No.	Statement of question	Marks	CO
Q 1	Statement of question		
(i)	What is daily budget ad campaign in Facebook?	2	CO1
(ii)	Define carousal ads on brief.	2	CO1
(iii)	What are landing page views?	2	CO1
(iv)	What are Metapixels in a social media ad campaign?	2	CO1
(v)	What are Testimonials on LinkedIn?	2	CO1
(vi)	What is owned media in digital marketing?	2	CO1
(vii)	What is Foursquare? Explain in brief.	2	CO1
(viii)	What is the role of Pinterest in digital marketing?	2	CO1
(ix)	What do you mean by social media listening?	2	CO1
(x)	What is 3E framework in social media marketing?	2	CO1

SECTION B
4Qx5M= 20 Marks

Q 2	Statement of question		
(i)	Describe some strategies of Twitter marketing.	5	CO2
(ii)	What is PESO marketing model in context of digital marketing.	5	CO2
(iii)	How conversational marketing can be a useful tool for marketers?	5	CO2
(iv)	Explain the concept of content syndication.	5	CO2

SECTION-C
3Qx10M=30 Marks

Q 3	Statement of question		
(i)	What is edge rank? How is its calculated? List all the factors that determine edge rank.	10	CO3
(ii)	What is the difference between first degree, second degree and third degree connections on LinkedIn?	10	CO3
(iii)	What are Twitter Hashtags? How it is useful in Twitter marketing? Explain different types of Hashtags on Twitter.	10	CO3
SECTION-D 2Qx15M= 30 Marks			
Q	Statement of question		
(i)	What are the different types of ad campaigns offered by Facebook? Explain each in detail.	15	CO4
(ii)	What is the need for social media regulations? Explain in detail using some current examples of unethical practices in social media.	15	CO4