KUMARAGURU
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B.E/B.TECH DEGREE EXAMINATIONS: NOV/DEC 2022

(Regulation 2018)

Fifth Semester

COMPUTER SCIENCE AND ENGINEERING

U18CST5004**:** Social Media Marketing

COURSE OUTCOMES

CO1: Identify and describe the different social media services, tools, and platforms.
CO2: Demonstrate understanding and evaluate new tools and social media platforms
CO3: Develop skills in using the predominant social media tools for business marketing.
CO4: Discover innovative uses for social media in a variety of business areas and processes.
CO5: Develop a strategic plan for identifying opportunities for using social media.

Time: Three Hours   **Maximum Marks: 100**

Answer all the Questions:-
PART A (10 x 1 = 10 Marks)

1. Match List I (social media) with List II (relevant terms) and select the correct answer using the codes below the list   CO1 [K2]

List I	List II
A. YouTube	i. Insight Tag
B. Facebook	ii. Impression
C. Twitter	iii. Handle
D. LinkedIn	iv. Fan Page

	A	B	C	D
a)	ii	i	iii	iv
b)	iii	iv	ii	i
c)	ii	iv	iii	i
d)	iii	i	ii	iv

2. .... are really created to engage groups of people around specific topical interest   CO2 [K1]

   a) Facebook pages   b) Fan pages
   c) Facebook Groups   d) Insights

3. Identify which of the following is NOT related with the benefits of social media marketing   CO3 [K2]
   1) Increasing the brand awareness
   2) Positioning company as an authority

3) Reducing the Customer interaction
4) Increases website traffic

a) 1,3 only   b) 1,4 only

c) 2 only   d) 3 only

4. _____ is a social media dashboard application for the management of Twitter accounts   CO3 [K₁]

a) TweetAd   b) TweetManager

c) TweetDeck   d) TweetPixel

5. With respect to YouTube, Examine the two statements carefully and select the answer using the codes given below: CO4 [K₂]

Assertion (A): Impressions click-through rate shows you what percentage of your impressions on YouTube turned into views

Reason (R): High CTR is always a strong indicator of success

a) Both A and R are Individually true and R is the correct explanation of A   b) Both A and R are Individually true but R is not the correct explanation of A

c) A is true but R is false   d) A is false but R is true

6. Videos are good for _____ because it increases the length of time spent by customers on your website.   CO4 [K₁]

a) Content   b) Engagement

c) Technical   d) Interaction

7. Arrange the following in sequence with respect to Video making   CO5 [K₂]
   1. Understand and use your cameras.
   2. Script your video
   3. Organize your footage.
   4. Shoot for the edit.

a) 2-1-4-3   b) 1-3-2-4

c) 3-4-2-1   d) 4-1-3-2

8. How can LinkedIn serve the company aside from social network marketing?   CO4 [K₁]

a) Job openings can easily be dispersed to qualified candidates on LinkedIn   b) Company pictures can be posted to the profile

c) Negative press about the competition can be easily spread   d) Pricing lists can be posted

9. Assertion (A): Audience Insights show the data about the audiences so that we can compare   CO4 [K₂]

audiences, plan our campaigns, and create relevant ads.

Reason (R): Audience insights break down audiences according to demographics, interests, and behaviors.

a) Both A and R are Individually true and R is the correct explanation of A

b) Both A and R are Individually true but R is not the correct explanation of A

c) A is true but R is false

d) A is false but R is true

10. ……………refers to blogs with less posts and with bounded character count. CO5 [K₁]

a) Micro Blogging

b) Mini Blogging

c) Effective Blogging

d) Small Blogging

PART B (10 x 2 = 20 Marks)
(Answer not more than 40 words)

11.	Define the term 'Social Media Marketing'	CO1	[K₁]
12.	List out few reasons why small businesses should use social media to market their business.	CO1	[K₁]
13.	Define the term "Promoted Tweets"	CO2	[K₁]
14.	"Adding media to a Tweet can help it stand out in the timeline"- Interpret this statement and list two tips to keep in mind as you choose your creative for your business	CO4	[K₂]
15.	Define the term" Video Marketing"	CO1	[K₁]
16.	Explain how analytics can be done in the YouTube channel?	CO3	[K₂]
17.	"The B2B buying cycle is often much longer than the B2C decision process"- Interpret this statement	CO5	[K₂]
18.	List out the steps involved in creating a LinkedIn business page	CO2	[K₁]
19.	Define the term "Content Marketing"	CO1	[K₁]
20.	Compare 'Inbound' with 'Outbound' marketing	CO5	[K₁]

Answer any FIVE Questions:-
PART C (5 x 14 = 70 Marks)
(Answer not more than 350 words)

21. a) Arjun needs to create a Facebook page for his new startup product company, Intregaconnect Systems.List the steps he wants to focus on to create the Facebook page and how it can be used to promote their pages to achieve their goals. What are the necessary steps to be taken to promote the page? **10** CO1 [K₂]

b) Explain about the basics of Sentiment Analysis along with its applications **4** CO1 [K₂]

22.	a)	Explain the following Twitter terminologies	14	CO4	[K$_1$]
		i) Twitter Alerts (3)			
		ii) Direct Messages (3)			
		iii) Hashtag (3)			
		iv) List (3)			
		v) Follow (2)			
23.	a)	Explain the advantages of Video advertisements	4	CO4	[K$_1$]
	b)	What is YouTube analytics and Explain how YouTube analytics Dashboard helps Marketing?	10	CO3	[K$_1$]
24.	a)	Why it is important to generate 'Leads' for a business? Explain how LinkedIn helps in Lead Generation for a business?	7	CO3	[K$_2$]
	b)	Samsung PRISM is a research-based startup wants to promote their newly setup laboratory through LinkedIn Campaign. Explain the steps to be followed to create a first campaign on LinkedIn for promoting their laboratory.	7	CO3	[K$_2$]
25.	a)	Distinguish B2B and B2C Marketing with an example	6	CO5	[K$_1$]
	b)	Explain how a business can be promoted with the help of LinkedIn?	8	CO4	[K$_2$]
26.	a)	Define the term Content Curation. Explain the benefits of Content Curation along with the different steps involved in successful content curation.	14	CO1	[K$_2$]

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