



B.TECH DEGREE EXAMINATIONS: NOV/DEC 2022

(Regulation 2018)

Seventh Semester

INFORMATION TECHNOLOGY

U18ITT7001: 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 2 = 20 Marks)
(Answer not more than 40 words)

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|---|-----|-------------------|
| 1. How are companies making use of Facebook for digital marketing? | CO1 | [K ₃] |
| 2. Compare online and offline marketing strategies. | CO1 | [K ₂] |
| 3. Distinguish between pinned tweets, promoted tweets and protected tweets. | CO2 | [K ₂] |
| 4. Illustrate with an example the role of twitter grader. | CO2 | [K ₂] |
| 5. List out the types of video marketing used in social media platform. | CO3 | [K ₂] |
| 6. Why is YouTube crucial for marketing? | CO3 | [K ₂] |
| 7. How is LinkedIn useful in terms of marketing? | CO4 | [K ₂] |
| 8. Mention a few common error brands make in social media marketing. | CO4 | [K ₂] |
| 9. What are some blog techniques that can boost website traffic? | CO5 | [K ₂] |
| 10. Discuss about inbound marketing. | CO5 | [K ₂] |

Answer any FIVE Questions:-

PART B (5 x 16 = 80 Marks)
(Answer not more than 400 words)

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|---|---|-----|-------------------|
| 11. a) Explain the merits and demerits of social media marketing. | 8 | CO1 | [K ₂] |
| b) How social media marketing is distinct from traditional marketing? Justify | 8 | CO1 | [K ₂] |

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|-----|----|---|----|-----|-------------------|
| 12. | a) | Illustrate with the proper example about any four social media marketing tools. | 8 | CO2 | [K ₂] |
| | b) | The following companies are well known to use Facebook marketing effectively- Microsoft, Nike. Discuss the Facebook marketing strategy of any one of the companies. | 8 | CO2 | [K ₃] |
| 13. | a) | List out the aspects that should be considered for creating a compelling video that drives your marketing success. | 8 | CO3 | [K ₂] |
| | b) | Discuss about branding strategies in social media platforms like twitter and Facebook. | 8 | CO3 | [K ₂] |
| 14. | a) | Explain the various factors influencing the consumer buying behavior with any one social media platform. | 8 | CO3 | [K ₂] |
| | b) | Explain the concept of twitter moments, twitter verification and tweet deck with examples. | 8 | CO2 | [K ₂] |
| 15. | a) | Write a short note on B2B marketing and B2C marketing in social media platform. | 8 | CO4 | [K ₂] |
| | b) | Discuss about various methods to promote the business using LinkedIn ads. | 8 | CO4 | [K ₂] |
| 16. | a) | Justify the need for podcasting in social media platform. | 6 | CO5 | [K ₃] |
| | b) | How can companies use Blogs as effective digital marketing tool? Support your answer with suitable example. | 10 | CO5 | [K ₃] |
