



B.E DEGREE EXAMINATIONS: NOV/DEC 2023

(Regulation 2018)

Fifth Semester

INFORMATION SCIENCE AND ENGINEERING

U18IST5003: 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. Illustrate the process of scheduling posts on Facebook. | CO1 | [K ₂] |
| 2. Differentiate Facebook Profile and a Facebook Page. | CO1 | [K ₂] |
| 3. State the significance of a Twitter hashtag and how it is used in social media marketing. | CO2 | [K ₂] |
| 4. Discuss why video content is important for marketing on YouTube? | CO2 | [K ₂] |
| 5. Identify the role of YouTube Cards, and how can I use them effectively. | CO3 | [K ₂] |
| 6. Differentiate between Inbound and Outbound Marketing. | CO3 | [K ₂] |
| 7. Show some case studies of businesses that have excelled in LinkedIn marketing. | CO4 | [K ₃] |
| 8. Identify various opportunities to promote business with LinkedIn ads. | CO4 | [K ₂] |
| 9. Define of content marketing. | CO5 | [K ₂] |
| 10. Enumerate the different strategies employed in content marketing. | CO5 | [K ₁] |

Answer any FIVE Questions:-

PART B (5 x 16 = 80 Marks)

(Answer not more than 400 words)

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|---|----|-----|-------------------|
| 11. a) Analyze the scenario where Your company is launching a new product, and you want to create a buzz on Facebook. What steps would you take to create a successful pre-launch and post-launch marketing campaign on the platform? | 8 | CO1 | [K ₄] |
| b) Illustrate the key components of a well-optimized Facebook Business Page. | 8 | CO1 | [K ₃] |
| 12. a) How can businesses effectively use Twitter for marketing and engagement? | 10 | CO2 | [K ₂] |
| b) Distinguish between a Twitter "mention" and a "reply," and when would you use each in a tweet. | 6 | CO2 | [K ₃] |
| 13. a) Imagine your YouTube channel has been active for a while, but you're not seeing | 8 | CO3 | [K ₄] |

	the growth you expected. What steps would you take to analyze your channel's performance and make improvements?			
b)	Your company is launching a new YouTube channel from scratch. Identify the essential steps and strategies you would employ to build an audience and establish your channel in your industry.	8	CO3	[K ₂]
14. a)	Explain the guidelines and etiquette for messaging and connecting with people on LinkedIn for marketing purposes.	10	CO4	[K ₂]
b)	Identify the best practices for reaching B2B (business-to-business) customers on LinkedIn.	6	CO4	[K ₂]
15. a)	Summarize the concept of podcasting briefly.	4	CO5	[K ₂]
b)	Point out the various types of content marketing illustrated with a case study.	12	CO5	[K ₄]
16. a)	Prioritize the features in LinkedIn that helps in professional development of the user.	12	CO3	[K ₄]
b)	Analyze the various types of Marketing Videos.	4	CO4	[K ₄]
