



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examination (December 2019)

School: School of Film & Media

Program: BBA in Media & Communication
& BBA Film & Media

Course: Social Media Marketing

Course Code: DSM301

Semester: Five

Max Marks: 30

Duration (mins): 120 mins.

Note: Answer any THREE questions from the four below. All questions carry 10 marks each.

Q1.A. Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time. Describe the various ways how companies can use Social Media. (10)

OR

Q1.B. By engaging with your audience through valuable, compelling content and conversation, you can work to turn happy customers into brand advocates. State reasons why marketers should turn to social media. (10)

Q2. The social media marketing cycle is an on-going process that involves everyone in your organization. Continue to show up on social media and engage your target audience by providing them with the information that they want and need. Describe the Cycle of Social Media Marketing. (10)

Q3. A social media marketing strategy or a plan is a summary of everything you intend to do and hope to achieve on social media. It guides your actions and lets you know whether you're succeeding or failing. Describe the steps in preparing a Social Media Marketing Plan (10)

Q4. Write short notes on ANY TWO from the below: Five marks each (10)

- 1 Influencers in Social Media Marketing
- 2 Targeting the Audience
- 3 Content Marketing

***** ALL THE BEST *****