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FACULTY/ COLLEGE/ DEPT. FASS/ SIFF/ FOS

PROGRAM NAME: BA / B.SC (NEP)

1ST YEAR/ 1ST SEMESTER EXAMINATION

SUBJECT NAME: SOCIAL MEDIA MANAGEMENT

[Time : 03:00 Hours]

[Max. Marks : 75]

Note: Attempt all the questions as per given instructions.

1. Multiple Choice Questions (MCQs)

[01×15=15]

- Which of the following is not a Social Media Platform?
a. Facebook b. Twitter c. Instagram d. Google
- In _____, we create our online communication sites through which we can share information, images, ideas, audio and video files, as well as other content with our friends, family members, and business partners.
a. Search Engines b. Social Media c. Google Images d. Google Search
- Which of the following is a Social Media Classification tool?
a. Social Publishing b. Social Networking c. Photo-based Social Networking d. All of the above
- _____ content through social media (videos and written text) allows us to disseminate information.
a. Networking b. Publishing c. Marketing d. Advertising
- Which social network is considered the most popular for social media marketing?
a. Twitter b. Facebook c. LinkedIn d. WhatsApp
- What is meant by "micro-blogging"?
a. Blogs which are posted by companies, not individuals b. Blogs with limited individual posts, limited by character count
c. Blogging from mobile devices d. All of the above
- Which social media platform is best for B2B marketing?
a) LinkedIn b) Facebook c) Instagram d) Twitter
- SMM helps improve -
a. Brand Awareness b. Product Visibility c. Both A and B d. None of the above
- Facebook was founded by -
a. Jack Dorsey b. Noah Glass c. Biz Stone d. Mark Zuckerberg
- Using _____, we can send messages, images, audio, and videos to friends, relatives, colleagues, and customers.
a. Facebook b. Quora c. Pinterest d. None
- Twitter was founded in the year -
a. 2004 b. 2005 c. 2006 d. 2007
- LinkedIn was founded in the year -
a. 2001 b. 2002 c. 2003 d. 2004
- Which of the following is an image-pinning website?
a. Twitter b. Instagram c. Pinterest d. Snapchat
- A pin is an idea user's _____ on Pinterest.
a. Create b. Find c. Save d. All of the above
- Video series, _____ are the main YouTube content types.
a. Podcasts b. Infographics c. Presentations d. All of the above

II. Answer in long (any three)

[10×3=30]

- व्यावसायिक लक्ष्यों पर सोशल मीडिया के प्रभाव का विस्तार से वर्णन कीजिए। / Describe in detail the impact of social media on business goals.
- सामग्री विपणन (कंटेंट मार्केटिंग) की व्याख्या करें। Explain content marketing.
- कस्टमर इंगेजमेंट से आपका क्या अभिप्राय है? उदाहरणों सहित समझाएं। What do you mean by Customer engagement? Explain with examples
- सोशल मीडिया मैनेजमेंट क्या है? समझाएं / What is Social Media Management? Explain.

III. Answer in short (any five)

[6×5=30]

- Write a short note on Content Marketing. / कंटेंट मार्केटिंग पर एक संक्षिप्त नोट लिखें।
- Explain Modern Communication. / मॉडर्न कम्यूनिकेशन को समझाइए?
- How advertisements on YouTube can be controlled? / यूट्यूब पर विज्ञापनों को किस प्रकार नियंत्रित किया जा सकता है? /
- Write the tools for the promotion of Instagram. / इंस्टाग्राम के प्रचार के लिए उपकरणों को लिखें।
- Write a short article on Snapchat. / स्नेपचैट पर एक संक्षिप्त लेख लिखिए।
- Write an article on advertising campaign on Social Media. / सोशल मीडिया पर प्रचार अभियानों पर एक संक्षिप्त लेख लिखें।
