

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com. (Hons) Summer 2022 –23 Examination

Semester: 4
Subject Code: 16103253
Subject Name: Social Media Marketing

Date: 31-03-2023
Time: 10:30am to 1:00pm
Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed.**A) Multiple choice type questions. (Each of one mark) (06)**

1. The marketing era 3.0 brought is influential shift of _____.
a)Understanding consumer behavior b) Understating industries
c) both a and b d) none of the above
2. Social media is the most effective tool of _____
a)Customer engagement b) digital community
c) both a and b d) none of the above
3. Social networks are organized primarily around_____
a)Brand b)People
c) Discussion d)Interest
4. following is the best social networking for B2B marketing
a)Linked In b)Facebook
c) Instagram d) twitter
5. _____is important aspects of creating blogs and content post.
a)Social media optimization b) one blog in a month
c) both a and b d) none of the above
6. Reach and engagement is an aspect of social media matrices
a)True b)False

B) Definitions / One-liners / Terms. (Each of one mark) (06)

1. What do you mean by social media marketing?
2. What is social commerce?
3. Define social communities
4. What is consumer insight?
5. What do you mean by social entertainment?
6. What do you mean by strategic planning?

Q.2 Numerical / Short Note Questions. (Each of 04 mark) (12)

- 1.Explain Digital Communities and its significance in detail
- 2.Define Social Consumers in detail
3. Explain pros and cons of social communities

Q.3 Answer the following. (Any Three) (18)

1. Discuss Four Examples of Social Entertainments With its Features.
2. Explain Social Publishing With Examples and its Features
3. Explain Social Media With Examples and its Features
4. Explain social media matrices in detail.

Q.4 Answer the following. (Any two) (18)

1. Explain foundation of social media marketing in detail.
2. Write a note on: Revolution of Social Media Marketing.
3. Explain the important aspect of creating blogs and posting content in detail.