

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY BCA Semester-IV Semester End Examination, April/May 2023
Truncated syllabus 21-22
Social Media Marketing & Analytics (CAG-122)

Duration: 2 Hours

Max Marks: 60

**Instructions: i) All Questions are compulsory
ii) Figures to the right indicate full marks**

Q1.A) State TRUE or FALSE (5x1=05)

- i) In QR Code marketing, Users get taken to specific pages when they scan a QR code, which is often associated with gamification and offers a certain mystery to them.
- ii) A Tweet that you forward to your followers is known as a Retweet
- iii) MySpace is a social media platform
- vi) Sponsored lenses are more interactive than geofilters.
- v) Average cost-per-view (CPV) is the average amount a consumer pays for a view of a video ad

Q1.B) Define the purpose of the following in not more than 20 words. (5x1=05)

- i) In-market segments
- ii) Pins in Pinterest
- iii) Connection in LinkedIn
- vi) Facebook Ads manager
- v) Heatmaps

Q.2) Answer the following

- a) Explain any 2 content targeting methods. (2)
- b) Explain keyword research and its use. (3)
- c) Describe any 5 benefits of Facebook for business. (5)

Q3) Answer the following:

- a) Explain what is snapcode and snapstreak in snapchat. (2)
- b) Explain the way business can take advantage of social media popularity. (3)

- c) Explain how you would create an Instagram ad campaign for a pastry shop. How would you get more people to visit your store. Also explain why Instagram is very popular in India. (5)

Q4) Answer the following:

- a) Explain what is a social media influencer (2)
- b) Explain any 3 reasons a business should use Pinterest. (3)
- c) Differentiate between Scroll Map , Heat Map and Confetti website click (5)

Q5) Answer the following.

- a) Explain Native Ads and OfferWall Ads. (2)
- b) Describe any 3 ways social media can help your business grow. (3)
- c) Describe the 5 page metrics used in Facebook to track a pages performance (5)

Q6) Answer the following.

- a) Explain LinkedIn Ads (2)
- b) Explain any 3 app marketing strategies. (3)
- c) Explain a LinkedIn business profile. Differentiate between LinkedIn page and profile. (5)