

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY BCA Semester-IV Semester End Examination, June 2022
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

Q. 1 A) State TRUE or FALSE

(5x1=05)

- i) Emarketing is an advanced mode of digital marketing.
- ii) Pinterest is not a social media platform.
- iii) Snapchat is primarily used by professionals to find jobs.
- iv) Instagram cannot be used by businesses to market their products
- v) Twitter is also known as a micro-blogging site.

Q.1 (B) Answer the following in brief

(5x1=05)

- i) What are instagram insights?
- ii) What are the goals of facebook paid campaigns?
- iii) What tool is used to track youtube video statistics
- iv) How can you add subtitles in a youtube video?
- v) What is influencer marketing?

Q.2 Answer the following:

- (a) What is linked in (2)
- (b) How can you term as a complete profile on linked in (3)
- (c) Differentiate between traditional marketing and social media marketing (5)

Q.3. Answer the following:

- (a) What is Youtube? how can it help businesses grow (2)
- (b) What is web Marketing? How can you market your business using it (3)
- (c) What is mobile marketing? What are the different types of Mobile - Marketing? Give its advantages. (5)

Q.4. Answer the following:

- (a) Differentiate between Push notification and SMS marketing (2)
- (b) Differentiate between In Game marketing vs APP based marketing. (3)
- (c) What are facebook Ads? Why are facebook Ads important? State its pros and cons (5)

Q.5. Answer the following:

- (a) How can pinterest be used to market businesses (2)
- (b) Explain SOSTAC in detail (3)
- (c) What is twitter? Explain in detail its terminology. (5)

Q.6. Answer the following.

(a) What is Google Analytics? How can it help in website optimization? (2)

(b) What is Heatmap? What are its benefits? (3)

(c) What is KPI? Explain the anatomy of a structured KPI with examples (5)