

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?**
- (b) What is Heatmap? What are its benefits?**
- (c) What is KPI? Explain the anatomy of a structured KPI with examples**

(2)

(3)

(5)