



Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)

Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

Master's Degree Examination – May 2025

II Semester

Class : I P.G.

Time: 3 Hours

Major : English/Applied Psychology/Commerce/
Clinical Embryology/Clinical Psychology

Max. Marks: 100

23MBAI01 Social Media Marketing

Course Outcomes:

- CO1: Understand the practical application of various social media platforms for leveraging businesses.
- CO2: Strategically develop marketing campaigns based on a company's vision, goals, target market, research, analytics, budget and scope.
- CO3: Create relevant and engaging social media content in the form of copy, pictures, videos, infographics, etc.
- CO4: Demonstrate the importance of personal and business branding and their role in social media marketing.
- CO5: Demonstrate the ability to develop, manage and assess the social media campaign of small to mid-sized companies.

Part A

10 x 1 = 10

Choose the Correct Answer

- Which of the following is NOT a type of social media marketing? CO1K1
a. Influencer Marketing b. Content Marketing
c. Radio Advertising d. Social Media Advertising
- Which tool helps in aggregating information and monitoring social media updates? CO1K1
a. Canva b. Google Alerts
c. Instagram Reels d. TikTok Trends
- What is the purpose of Facebook Insights? CO2K1
a. To create posts b. To analyze page performance and audience engagement
c. To run Facebook Ads d. To optimize website SEO
- Which of the following platforms is primarily used for video marketing? CO2K1
a. Twitter b. Pinterest c. YouTube d. LinkedIn
- Which social media platform is known for "Pins" and "Boards"? CO3K1
a. Instagram b. Pinterest c. Twitter d. LinkedIn
- Which of the following is an advantage of YouTube marketing? CO3K1
a. Limited video length b. Direct revenue generation through ads
c. No audience engagement d. Lack of SEO options
- Which is NOT a type of Instagram account? CO4K1
a. Personal b. Professional c. Business d. Public
- What is "Hashtag" used for in social media marketing? CO4K1
a. To block unwanted comments b. To categorize and increase content reach
c. To hide posts from competitors d. To delete old posts
- What does Twitter primarily use for engagement? CO5K1
a. Videos b. Tweets and Retweets c. Stories d. Pins
- Which platform is widely used for professional networking and business connections? CO5K1
a. LinkedIn b. Snapchat c. WhatsApp d. TikTok

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 11.a. What is social media marketing? CO1K1
(or)
- 11.b. How does social media influence business and society? CO1K2
- 12.a. What are Google Alerts and how are they used in social media marketing? CO2K3
(or)
- 12.b. What is a Facebook Business Page? CO2K1
- 13.a. Explain the concept of "posting rhythm" on Facebook. CO3K2
(or)
- 13.b. How can YouTube be monetized? CO3K3
- 14.a. What is the importance of hashtags on Instagram? CO4K1
(or)
- 14.b. Define Pinterest SEO. CO4K1
- 15.a. What is the role of LinkedIn in professional networking? CO5K2
(or)
- 15.b. How does collaborative marketing work in social media marketing? CO5K2

Part C

5 x 12 = 60

Answer ALL questions

Question No 20. Case is Compulsory

Each answer should not exceed 800 words or four pages

- 16.a. Explain the scope of social media marketing and its impact on business growth. CO1K3
(or)
- 16.b. Describe the steps involved in creating a Facebook marketing plan. CO1K3
- 17.a. Discuss different types of content strategies for YouTube marketing. CO2K3
(or)
- 17.b. How can a brand effectively use Instagram stories and highlights for engagement? CO2K3
- 18.a. What are Pinterest Rich Pins and how do they help in digital marketing? CO3K2
(or)
- 18.b. Analyze the role of LinkedIn and Twitter in business-to-business (B2B) marketing. CO3K4
- 19.a. Explain the importance of social media analytics in measuring marketing success. CO4K3
(or)
- 19.b. Discuss the key elements of a successful social media marketing plan. CO4K3
20. **Case Study:(Compulsory question)** CO5K5

A new startup, "GreenTech Solutions," wants to use social media marketing to promote its eco-friendly products. They are considering Facebook, Instagram, and YouTube to create brand awareness and drive sales. The company wants to reach a young audience, build a loyal community, and analyze their marketing performance.

Questions:

- I. Which platform should GreenTech Solutions prioritize for visual storytelling and engagement, and why?
- II. What strategies can GreenTech Solutions use on YouTube to increase brand awareness?
- III. How can analytics help GreenTech Solutions optimize their social media marketing strategy?
