



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

Continuous Internal Assessment Test I – February 2025

Semester-II

Class : I PG
Branch : IDC

Time: 2 hours
Maximum Marks: 60

23MBAI01 Social Media Marketing

Course Outcomes:

At the end of the course, students will:

1. Understand both the theoretical and practical application of advertising strategies
2. Determine the strategies on advertising for different media.
3. Apply the creative nuances in advertisement direction.
4. Access the content for advertisement copy and apply creatively.
5. Relate the product features in development of creative advertising.

Part-A

Choose the Correct Answer

6x1=6

1. _____ is a key benefit of Social Media Marketing (SMM) CO1K1
 - A) Higher television ratings.
 - B) Broader reach with minimal costs.
 - C) Reduced importance of customer relationships.
 - D) Avoiding the use of analytics and metrics.
2. _____ is the primary focus of social media marketing. CO1K2
 - A) Driving offline sales through print ads.
 - B) Engaging with audiences on social platforms to build brand awareness and drive actions.
 - C) Conducting door-to-door sales campaigns.
 - D) Limiting exposure to digital platforms.
3. When was Facebook founded? CO2K2
 - A) 2003
 - B) 2004
 - C) 2005
 - D) 2006
4. What is a primary advantage of YouTube marketing? CO2K2
 - A) It limits video accessibility.
 - B) It provides a global platform to share video content and reach a broader audience.
 - C) It restricts interaction with followers.
 - D) It charges users to create videos.
5. List the primary goal of YouTube SEO? CO2K2
 - A) To improve the visibility of videos in YouTube search results.
 - B) To limit viewer interaction.
 - C) To restrict video sharing.
 - D) To avoid using tags and descriptions.
6. How can you build a strong relationship with Instagram followers? CO3K2
 - A) Engaging with their comments and direct messages.
 - B) Ignoring their feedback.
 - C) Posting infrequently.
 - D) Avoiding interactive features like polls or Q&A.

Part- B**Answer All Questions****Each answer should not exceed 400 words or two pages**

- 7.a.** Discuss the concept of Social Media Marketing (SMM) and its significance in modern business strategies. CO1K3
- (or)
- b.** Discuss the role of blogs in content marketing strategies and their impact on building brand authority. CO1K4
- 8.a.** Discuss the evolution of Facebook as a platform, from its inception to its current role in digital marketing. CO2K3
- (or)
- b.** Reflect on how social media has become an integral part of daily life. How do people use social media for communication, information-sharing, and entertainment in the present day? CO2K4
- 9.a.** Discuss the role of Facebook Groups in marketing strategies. How can businesses use Groups to foster a sense of community among their audience and leverage it for marketing purposes? CO2K3
- (or)
- b.** Explore how Instagram has evolved from a photo-sharing platform to a major tool for brand promotion and influencer marketing. CO2K3

Part-C**Answer All Questions****Each answer should not exceed 800 words or four pages**

3x12=36

- 10.a.** Discuss how businesses can leverage social media to build brand identity and maintain customer relationships. CO1K5
- (or)
- b.** Explain how social media has evolved from being a platform for personal connections to a tool for business, marketing, and public relations. CO1K4
- 11.a.** Discuss the role of search engine optimization (SEO) for YouTube channels. How can businesses optimize their video titles, descriptions, and tags to increase visibility and reach a wider audience? CO2K4
- (or)
- b.** Discuss the role of Instagram Analytics in evaluating account performance and shaping marketing strategies. CO2K5
- 12.a.** Naturalis Fabrics, a trendy online fashion retailer, faced challenges in increasing brand visibility and driving sales through its e-commerce platform. The company decided to implement a comprehensive social media marketing strategy to address these issues. Develop visually appealing and shareable content showcasing Naturalis Fabrics's latest collections. Utilize high-quality images, videos, and user-generated content to highlight the brand's unique style. Identify the most suitable social media platforms for target audience. Focus on platforms like Instagram, Facebook, and Pinterest known for their visual-centric content. Partner with fashion influencers to reach a broader audience and gain credibility within the fashion community. Implement shoppable posts and ads on Instagram and Facebook to facilitate direct shopping from social media platforms. Launch interactive campaigns such as hashtag challenges, polls, and contests to encourage user engagement. Use social media as a customer service platform, addressing inquiries, concerns, and feedback promptly. The co. implemented the social media marketing strategy over a six-month period. They monitored key performance indicators (KPIs) such as follower growth, engagement rates, website traffic, and online sales. The implementation of shoppable posts and ads contributed to a 25% increase in website traffic and a 20% boost in online sales. By implementing a tailored social media marketing strategy, Naturalis Fabrics achieved significant improvements in brand visibility, website traffic, and online sales. The company successfully utilized social media as a powerful tool to engage with customers and build a vibrant online community. CO2K6
- Questions
- 1.What were the primary objectives of Naturalis Fabrics's social media marketing strategy?
- 2.What lessons did Naturalis Fabrics's learn from their social media marketing strategy?

