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Question Paper Code: UD603

B.E./B.Tech. DEGREE EXAMINATION, APRIL / MAY 2025

Professional Elective

Computer Science and Business Systems

21CBV603- SOCIAL MEDIA MARKETING

(Regulations 2021)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 2 = 20 Marks)

1. Infer the Adjust settings for a specific social media campaign or platform. CO2-App
2. Is Social Media Marketing Better For B2C Or B2B Businesses? CO2-App
3. Define Digital transformation . CO1-U
4. Mention the some common approaches to channel attribution. CO1-U
5. Compare Traditional PR and Digital PR. CO1-U
6. Explain the 'algorithm' in the context of social media platforms. CO1-U
7. Explain the role of social media analytics in improving content strategy and audience targeting. CO1-U
8. Illustrate the ethical challenges associated with data privacy on social media platforms. CO1-U
9. Compare reach and engagement in social media analytics. CO1-U
10. Explain the most significant recent trends in social media marketing. CO1-U

PART – B (5 x 16= 80 Marks)

11. (a) Create a one-month content calendar for a fitness brand on Instagram. What types of posts would you include, and how often would you post? Provide examples of post ideas and captions. CO2- App (16)
- Or
- (b) Given that your target audience is active on both Instagram and Pinterest, how would you differentiate the type of content you post on each platform to maximize engagement? CO2- App (16)

12. (a) Can you give an example of how a company might use digital transformation to improve its operations or customer experience? And How can channel attribution help companies optimize their marketing strategies? CO2- App (16)
- Or
- (b) Your company wants to improve customer engagement on mobile through digital transformation. What strategies would you use? CO2- App (16)
13. (a) Analyze the dynamics of social media audiences and their impact on the effectiveness of marketing strategies. How do demographic factors such as age, location, and interests affect the targeting of content? CO3- Ana (16)
- Or
- (b) Analyze the various goals individuals and businesses aim to achieve through the use of social media. Compare the objectives of personal branding, customer engagement, and business promotion, and discuss how social media platforms can help meet these goals. CO3- Ana (16)
14. (a) Assess the ethical concerns regarding the use of augmented reality (AR) and virtual reality (VR) on social media. How do these emerging technologies impact user experience, privacy, and content moderation, and what ethical responsibilities do platforms have in managing these technologies? CO2- App (16)
- Or
- (b) Solve the ethical dilemmas posed by the use of social media data for targeted advertising. How do platforms and advertisers balance the need for personalized content with ethical concerns around user consent, data privacy, and manipulation? CO2- App (16)
15. (a) Explain the various metrics that should be analyzed when measuring the performance of a post on Facebook. How do metrics like likes, comments, shares, click-through rates, and impressions influence the strategy for future posts on Facebook? CO1- U (16)
- Or
- (b) Discuss the key parameters that are used to define and analyze a social media audience. How do demographics such as age, gender, location, and interests affect content targeting and engagement strategies for businesses on platforms like Facebook and Instagram? CO1- U (16)

