Program:	**M.Com**	**Semester:**	**III**	**Program Code:**	**PGCOM01**
Course:	**Social Media Marketing**			**Course Code:**	**59143**

Duration: 1 Hour **Examination Pattern:** NEP-Autonomous- External **Max. Marks:** 25

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:

REGULAR

Q. 1		**Read the following case study and answer the following questions:**	**[05]**	**CO's**	**KL's**
		Riya is a postgraduate student preparing to apply for jobs in digital marketing. She regularly uses Instagram, LinkedIn and Facebook but has never reviewed how her online presence may appear to a potential employer. During a career guidance session, she learns about the importance of conducting a personal social media audit. She reviews her profile pictures, biographies, posts, comments, followers and privacy settings across different platforms. She notices that her LinkedIn profile contains limited information about her education and skills, while her Instagram account contains several old posts that do not reflect her current professional interests. She also finds that her LinkedIn profile does not clearly mention her achievements or career goals. Riya decides to update her professional information, remove inappropriate content, improve her privacy settings and ensure consistency across her social media profiles. She believes that maintaining a positive and professional online presence will support her future career opportunities.			
	(a)	Explain the importance of conducting a personal Social Media Audit for Riya.	**03**	**CO4**	**L2**
	(b)	Based on the case, suggest how Riya can apply the steps of a Social Media Audit to improve her online presence.	**02**	**CO4**	**L3**
Q. 2		**Attempt the following.**	**[10]**	**CO's**	**KL's**
	(a)	What is social media marketing? Analyse the different types of social media used in social media marketing.		**CO2**	**L1 L4**
		OR			
	(b)	Analyse the advantages and disadvantages of social media.		**CO1**	**L4**
Q. 3		**Attempt the following.**	**[10]**	**CO's**	**KL's**
	(a)	Evaluate how social media strategies can be used to build brand loyalty.		**CO3**	**L5**
		OR			
	(b)	Evaluate the important strategies organisations can adopt to raise awareness and combat cyberbullying.		**CO3**	**L5**

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