

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)  
Chromepet, Chennai - 600 044.

B.B.A. - END SEMESTER EXAMINATIONS - NOV'2024

SEMESTER - V

**24UBAET5B01 - Social Media Impact in Organization**

Total Duration : 1 Hrs.30 Mins.

Total Marks : 40

### **Section B**

Answer any **TEN** questions ( $10 \times 2 = 20$  Marks)

1. Explain the concept of momentum marketing.
2. What is social media?
3. Describe the five major forces that shape the media ecosystem according to Judy Franks.
4. What is SEO?
5. Explain the concept of paid media.
6. Explain the component of earned media.
7. Why is it important for businesses to measure the ROI of their social media marketing programs?
8. List out the role of APIs in extracting social data for analysis in real time.
9. Explain the concept of nurture marketing.
10. What does the acronym EMBRACE stand for in the context of social marketing?
11. Describe the features of Gamification.
12. Explain the concept of Key Performance Indicator.

### **Section C**

Answer any **FOUR** questions ( $4 \times 5 = 20$  Marks)

13. Describe how influencers can help in increasing brand awareness and reaching new audiences.
14. Compute how social media listening tools can help organizations shape their social marketing strategies.
15. Examine the concept of the 4 C's of social marketing.
16. Prepare the various social strategies that organizations can use to grow their presence.

**Contd...**

17. Examine how organizations can leverage social media listening tools to identify customer needs and preferences.
18. Explain the main challenges in digital marketing.

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