

Roll.No.

24UBAET5B01

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 - NOVEMBER 2025
SEMESTER - V

24UBAET5B01 - Social Media Impact in Organization

Total Duration : 1 Hrs.30 Mins.

Total Marks : 40

Section B

Answer any **TEN** questions (10 × 2 = 20 Marks)

1. What is social media marketing?
2. What is content marketing?
3. Explain – momentum marketing.
4. What is called a paid media?
5. List out some social media platforms.
6. Describe viral marketing.
7. What is Customer Engagement Strategy?
8. Explain the term Owned media.
9. Why social media marketing is powerful?
10. Write in short about influencer marketing.
11. What is SEO?
12. Explain the term earned media.

Section C

Answer any **FOUR** questions (4 × 5 = 20 Marks)

13. How to start Social Media Marketing?
14. Differentiate between Push and Pull Marketing.
15. Explain the Challenges in the Digital Media marketing.
16. Examine the role of API in extracting social data.
17. Why measuring ROI is important in social media?
18. Explain the 4 Cs' of Social Marketing.
