Seat No.	
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B. Voc. (SEM/CR) CBCS Part II Semester-III Examination: October/November-2022 B. Voc (Media and Entertainment) (Compulsoary) Paper-XV ME 303: Social Media Application

Day and Date:Saturday,10/12/2022 Time: 10.30 AM To 12.30 PM				tal Marks	al Marks: 50				
Ins	tructions: 1. All Question 2. Figures to th	e right indicat	te full marks						
Q. 1	.Choose the Co								15
1	Who created Ir	nstagram?							
	1) Kevin Systro Yang & David		trieger 2) La	arry Page	e & Sergey Br	in 3) Mark Zuc	kerberg	4) Jerry	
2	What is the me	eaning of @ sy	ymbol in twitt	er					
	1) User ID	2) Trending	3) Tag Some	eone	4) Both A ar	nd C			
3	What is "Socia	ıl Media Optir	mization"?						
) Creating sho				vorks 2) Wr 4) Create co			
4	Social network for		ormation-shari	ing capac	eity. As such,	a great distributi	on chann	nel	
	1) Customer fe messages	eedback	2) Viral cor	ntent	3) Exclusiv	re Coupons	4) Ma	arketing	
5	How many peo	ople can be ad	ded in what's	app grou	ıp?				
	1) 255	2) 256	3) 257	4) 25	8				
6	Digital Market	ing is often re	eferred to as						
	1) Online Mark	keting 2) Into	ernet Marketir	ng 3) We	b Marketing	4) All of the a	ıbove		
7	is	s the term upd	lates by Twitte	er users.					
	1) Tweets	2) Tweats	3) Twinks	4) Pos	ts				
8	S	ocial network	is considered	the mos	t popular for b	ousiness-to-busir	ness marl	keting?	
	1) Facebook	2) Orkut	3) Ryzen	4) Lin	kedIn				
9	What technolog	gy do search	engines use to	'crawl'	websites?				
	1) Interns	2) Androids	3) Bots	4) Au	itomatons				
10	What should be	e the first step	of a structure	d SEO p	lan?				
	1) Setting up y	our presence	on social med	ia sites	2) Buying a	n analytics softw	vare	3) Identif	fying

your ad budget 4) Keyword research

11	When it comes to search ads, which of the following could dictate how an ad will perform against a competitor?
	1) Bid value 2) Domain authority 3) Average number of visitors to the company's website 4) Social media following
12	Search engine marketing can also be called what?
	1) One-click advertising 2) Pay-per-click advertising 3) Search box marketing 4) Organic advertising
13	In an SEM auction, your Quality Score is based on which aspect of your ad?
	1) Relevance 2) Bid 3) Wit 4) Length
14	When considering how mobile users will search for your business, which types of keywords should you focus on?
	1) Shorter keywords and phrases 2) Long tail keywords 3) Exact match keywords
	4) Longer keywords and phrases
15	Which of the following can be used to target an audience when using some social media ads?
	1) People's names 2) People's address 3) People's relationship status 4) People's pet names
Q.2	2. Write short Notes (Two out of Three).
1	Instagram
2	YouTube
3	WeChat
Q.3	3.Write short Answers (Two out of Three).
1	Which social media tools have you used?
2	What is Social Media Marketing?
3	How can LinkedIn be used for marketing?
Q.4	Answer the following question on broad. (One out of two).
1	What is the impact of social media on youth?
2	What is the best reaching time to the social media platforms you are using? Explain with example

Model Answer Paper

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B. Voc (Media and Entertainment) (Compulsoary) Paper-XV ME 303: Social Media Application

Day and Date:Saturday,10/12/2022

Time: 10.30 AM To 12.30 PM

Q.1. Choose the Correct alternatives from the following

15

Total Marks: 50

- 1 Who created Instagram?
 - 1) Kevin Systrom & Mike Krieger 2) Larry Page & Sergey Brin 3) Mark Zuckerberg 4) Jerry Yang & David Filo

Option 1

- 2 What is the meaning of @ symbol in twitter
 - 1) User ID 2) Trending 3) Tag Someone 4) Both A and C

Option 4

3	What is "Social Media Optimization"?				
	1) Creating content which easily creates publicity via social networks 2) Writing clear content 3) Creating short content which is easily indexed 4) Create content for social networks hiring people				
4	Option 1 Social networks have an information-sharing capacity. As such, a great distribution channel for?				
	1) Customer feedback 2) Viral content 3) Exclusive Coupons 4) Marketing messages				
5	Option 4 How many people can be added in what's app group?				
	1) 255 2) 256 3) 257 4) 258				
6	Option 3 Digital Marketing is often referred to as				
	1) Online Marketing 2) Internet Marketing 3) Web Marketing 4) All of the above				
7	Option 4 is the term updates by Twitter users.				
	1) Tweets 2) Tweats 3) Twinks 4) Posts				
8	Option 1 social network is considered the most popular for business-to-business marketing?				
	1) Facebook 2) Orkut 3) Ryzen 4) LinkedIn				
9	Option 1 What technology do search engines use to 'crawl' websites?				
	1) Interns 2) Androids 3) Bots 4) Automatons				
10	Option 3 What should be the first step of a structured SEO plan?				
	1) Setting up your presence on social media sites 2) Buying an analytics software 3) Identifying your ad budget 4) Keyword research				
11	Option 4 When it comes to search ads, which of the following could dictate how an ad will perform against a competitor?				
	1) Bid value 2) Domain authority 3) Average number of visitors to the company's website 4) Social media following				
12	Option 1 Search engine marketing can also be called what?				
	1) One-click advertising 2) Pay-per-click advertising 3) Search box marketing 4) Organic advertising				
13	Option 2 In an SEM auction, your Quality Score is based on which aspect of your ad?				
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	Option 1				

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1 What is the impact of social media on youth?	
	15
Ans:	
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Ans:	
