

Seat No.

B. Voc. (SEM/CR) CBCS Part II Semester-III Examination: October/November-2022
B. Voc (Media and Entertainment) (Compulsory) Paper-XV
ME 303: Social Media Application

Day and Date: Saturday, 10/12/2022
Time: 10.30 AM To 12.30 PM

Total Marks: 50

Instructions:

1. All Questions are Compulsory.
2. Figures to the right indicate full marks

Q.1. Choose the Correct alternatives from the following.

15

- 1 Who created Instagram?
1) Kevin Systrom & Mike Krieger 2) Larry Page & Sergey Brin 3) Mark Zuckerberg 4) Jerry Yang & David Filo
- 2 What is the meaning of @ symbol in twitter
1) User ID 2) Trending 3) Tag Someone 4) Both A and C
- 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 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 How many people can be added in what's app group?
1) 255 2) 256 3) 257 4) 258
- 6 Digital Marketing is often referred to as _____
1) Online Marketing 2) Internet Marketing 3) Web Marketing 4) All of the above
- 7 _____ is the term updates by Twitter users.
1) Tweets 2) Tweats 3) Twinks 4) Posts
- 8 _____ social network is considered the most popular for business-to-business marketing?
1) Facebook 2) Orkut 3) Ryzen 4) LinkedIn
- 9 What technology do search engines use to 'crawl' websites?
1) Interns 2) Androids 3) Bots 4) Automatons
- 10 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 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. Write short Notes (Two out of Three) .

10

- 1 Instagram
- 2 YouTube
- 3 WeChat

Q.3. Write short Answers (Two out of Three) .

10

- 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).

15

- 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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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

Option 1

4 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

Option 4

5 How many people can be added in what’s app group?

- 1) 255
2) 256
3) 257
4) 258

Option 3

6 Digital Marketing is often referred to as _____

- 1) Online Marketing
2) Internet Marketing
3) Web Marketing
4) All of the above

Option 4

7 _____ is the term updates by Twitter users.

- 1) Tweets
2) Tweats
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Option 1

8 _____ social network is considered the most popular for business-to-business marketing?

- 1) Facebook
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Option 1

9 What technology do search engines use to ‘crawl’ websites?

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Option 3

10 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

Option 4

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

Option 1

12 Search engine marketing can also be called what?

- 1) One-click advertising
2) Pay-per-click advertising
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Option 2

13 In an SEM auction, your Quality Score is based on which aspect of your ad?

- 1) Relevance
2) Bid
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Option 1

14 When considering how mobile users will search for your business, which types of keywords should you focus on?

- 1) Shorter keywords and phrases
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Option 1

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

Option 3

Q.2. Write short Notes (Two out of Three) .

10

1 Instagram

Ans:

2 YouTube

Ans:

3 WeChat

Ans:

4 WeChat

Ans:

Q.3. Write short Answers (Two out of Three) .

10

1 Which social media tools have you used?

Ans:

2 What is Social Media Marketing?

Ans:

3 How can LinkedIn be used for marketing?

Ans:

4 How can LinkedIn be used for marketing?

Ans:

Q.4. Answer the following question on broad. (One out of two).

15

1 What is the impact of social media on youth?

Ans:

2 What is the best reaching time to the social media platforms you are using? Explain with example

Ans:
