

Satyug Darshan Institute of Engineering & Technology, Faridabad

Department of Management Studies

Academic year 2025-26

Programme: BBA DM	Year & Semester: 3rd & 6th
Course Name: Social Media Marketing	Course Code: BBA/DIMK/604
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UNIT -1 (CO-1)

Short answer questions

Q. No.	Questions	KL
1	Define Social Media Marketing.	KL-1
2	State the significance of Social Media Marketing in business communication.	KL-2
3	Describe the role of social media platforms in marketing communications.	KL-2
4	List major social media platforms used for marketing activities.	KL-1
5	Explain the benefits of using social media for brand promotion.	KL-2
6	Describe the pitfalls associated with social media marketing practices.	KL-2
7	Define Social Media Optimization (SMO).	KL-1
8	State the key elements of an effective social media strategy.	KL-1
9	Explain the opportunities offered by SMO in the 21st century.	KL-2
10	Describe the challenges faced by marketers in Social Media Optimization.	KL-2

Long answer questions

Q. No.	Questions	KL
1	Explain the concept of Social Media Marketing and its significance in modern marketing.	KL-2
2	Describe various social media platforms and their usage for marketing communications.	KL-2
3	Analyze the impact of social media usage with reference to benefits and pitfalls.	KL-4
4	Develop a social media strategy for a product, service, or brand.	KL-4
5	Evaluate the opportunities and challenges in Social Media Optimization in the 21st century.	KL-5

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Unit II (CO-2)

Short answer questions

Q. No.	Question	KL
1	Define Facebook as a digital marketing platform.	KL-1
2	Explain the technical framework of Facebook advertising.	KL-2
3	List various Facebook ad formats used by marketers.	KL-1
4	State the objectives of Facebook marketing campaigns.	KL-1
5	Define Instagram marketing and its basic operational features.	KL-1
6	Describe marketing tools available on Instagram for businesses.	KL-2
7	Explain the importance of audience targeting in Facebook advertising.	KL-2
8	State performance indicators used for Facebook ad campaigns.	KL-1
9	Define performance indicators used for Instagram ad campaigns.	KL-1
10	Define Facebook and Instagram optimization	KL-1

Long answer questions

Q. No.	Questions	KL
1	Explain Facebook technicalities and advertising tools.	KL-2
2	Describe various Facebook ad formats with suitable examples.	KL-2
3	Analyze a Facebook advertising campaign.	KL-4
4	Analyze an Instagram advertising campaign.	KL-4
5	Evaluate optimization strategies for Facebook and Instagram marketing.	KL-5

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Unit III (CO-3)

Short Answer Questions

Q. No.	Question	KL
1	Define LinkedIn marketing and its significance.	KL-1
2	Describe target audience characteristics on the LinkedIn platform.	KL-2
3	Explain campaigning strategies used in LinkedIn marketing.	KL-2
4	Define Twitter marketing and its significance.	KL-1
5	Explain the role of content creation in Twitter marketing.	KL-2
6	List content formats suitable for Twitter marketing.	KL-1
7	Describe Twitter insight reporting and its importance.	KL-2
8	Explain components of a Twitter advertising campaign.	KL-2
9	Describe optimization techniques for LinkedIn marketing.	KL-2
10	Describe optimization techniques for Twitter marketing.	KL-2

Long answer questions

Q. No.	Question	KL
1	Explain LinkedIn marketing and its role in professional branding.	KL-2
2	Analyze targeting and campaigning strategies on LinkedIn.	KL-4
3	Explain Twitter marketing with reference to content building and analytics.	KL-2
4	Design a Twitter advertising campaign.	KL-4
5	Evaluate LinkedIn and Twitter marketing optimization practices.	KL-5

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Unit IV (CO-4)

Short Answer Questions

Q. No.	Question	KL
1	Define YouTube marketing.	KL-1
2	Explain the role of YouTube channels in brand promotion.	KL-2
3	Describe steps involved in uploading videos on YouTube.	KL-2
4	List types of advertisements used on YouTube.	KL-1
5	Define mobile marketing.	KL-1
6	Explain the use of SMS and IVR in mobile marketing.	KL-2
7	Describe applications of QR codes and location-based data in marketing.	KL-2
8	Explain the importance of managing mobile-friendly websites.	KL-2
9	Describe the role of mobile applications in digital marketing.	KL-2
10	Describe optimization techniques for Twitter marketing.	KL-2

Long Answer Questions

S. No.	Question	KL
1	Discuss the major pitfalls of Digital Marketing and ways to overcome them.	KL-1
2	Explain good practices to be followed in Digital Marketing.	KL-2
3	Describe emerging technologies shaping the future of Digital Marketing.	KL-2
4	Explain the role of Digital Marketing for start-ups, MSMEs, and rural enterprises.	KL-2
5	Discuss the future scope and challenges of Digital Marketing.	KL-1