

Fourth Semester FYUGP Degree (Reg) Examination April
2026

KU4VACCSC108 - SOCIAL MEDIA MANAGEMENT
2024 Admission onwards

Time : 1.5 hours

Maximum Marks : 50

Section A

Answer any 6 questions. Each carry 2 marks.

1. Describe the importance of tracking in social media marketing.
2. What is a Key Performance Indicator (KPI)?
3. Mention any two disadvantages of white label social networks.
4. What is Twitter used for?
5. Mention any two features of Q&A Sites
6. What is Location-Based Social Network (LBSN)?
7. Define social media
8. Define podcast.

Section B

Answer any 4 questions. Each carry 6 marks.

9. Explain how businesses use Social News Sites for marketing
10. Discuss the features of modern Q&A platforms
11. Explain the future trends in Mobile Computing and Location Marketing
12. Explain the importance of Content Strategy in social media marketing
13. Explain the process of publishing blogs and its marketing advantages.
14. Compare blogs, podcasts, and webinars as content publishing methods.

Section C

Answer any 1 questions. Each carry 14 marks.

15. Develop a KPI framework for evaluating social media campaigns.
16. Explain social networks in detail. Discuss their features, types, and benefits.