

**SRR & CVR GDC (A) VIJAYAWADA,  
DEPARTMENT OF COMMERCE AND MANAGEMENT  
DIGITAL & SOCIAL MEDIA MANAGEMENT  
II BBA III SEMESTER  
QUESTION BANK**

**UNIT-I**

**ESSAY QUESTIONS**

1. Explain the concept of Digital Marketing?
2. Explain the concept of Digital Social Media Marketing?
3. Explain the types of social media websites?
4. Describe the types of Blogging

**SHORT QUESTIONS**

1. EMAIL
2. SOCIAL MEDIA PLATFORMS
3. BLOGGING
4. WEB SITES

**UNIT-II**

**ESSAY QUESTION**

1. Explain the concept of social media management?
2. Explain the concept of Target Audience?
3. Explain about the Sharing Content on social Bookmarking?
4. Explain about dos and don'ts social media management?

**SHORT QUESTIONS**

1. TARGET AUDIENCE
2. SHARING CONTENT
3. LIST OUT THYPES OF SOCIAL MEDIA
4. TARGET RATING POINT

**UNIT-III**

**ESSAY QUESTIONS**

1. Explain the concept of Social Media Strategy?
2. Explain about the Tips for social media marketing?
3. Explain about social media Customization and Optimization?
4. Explain the concept of social media ROI?
5. Explain about social media planning?

## SHORT QUESTION

1. SOCIAL MEDIA GOALS
2. SOCIAL MEDIA CUSTOMIZATION
3. SOCIAL MEDIA OPTIMIZATION?
4. PAID PROMOTION IN SOCIAL WEBSITES?

## UNIT-IV

### ESSAY QUESTIONS

1. Explain the concepts of FACE BOOK, LINKED- IN?
2. Explain the concepts of TWITTER AND YOU TUBE?
3. Explain the concept of establishing Relationship between social media and Target Audience?
4. Explain different types of social media marketing websites

### SHORT QUESTIONS

1. FACE BOOK
2. TWITTER
3. YOU TUBE
4. LINKED-IN

## UNIT-V

### ESSAY QUESTIONS

1. Explain the concept of social analytics
2. Explain about social media& AUTOMATION?
3. Explain about types of social media Marketed?
4. Explain about the managing tool of social Media?

### SHORT QUESTIONS

1. Social A NALYTICS
2. AUTOMATION
3. HOOT SUITE
4. BUFFER
5. SPROUT SOCIAL
6. AGORA PLUSE

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MODEL QUESTION PAPER**

**Time:3Hrs**

**Max.Marks:60**

**I. Answer any FIVE from the following**

**4X5=20M**

1. EMAIL
2. SOCIAL MEDIA PLATFORMS
3. TARGET AUDIENCE
4. SHARING CONTENT
5. SOCIAL MEDIA GOALS
6. SOCIAL MEDIA CUSTOMIZATION
7. FACE BOOK
8. TWITTER
9. Social ANALYTICS
10. AUTOMATION

**II. Answer any FIVE from the following**

**5X8=40M**

UNIT-I

11. A. Explain the concept of Digital Marketing?

OR

12. Describe the types of Blogging?

UNIT-II

13. Explain the concept of social media management?

OR

14. Explain about dos and don'ts social media management?

UNIT-III

15. Explain the concept of Social Media Strategy?

OR

16. Explain the concept of social media ROI?

UNIT-IV

17. Explain the concepts of TWITTER AND YOUTUBE?

OR

18. Explain the concept of establishing Relationship between social media and Target Audience?

UNIT-V

19. Explain the concept of social analytics.

OR

20. Explain about the managing tool of social Media?

