

INDIRA UNIVERSITY, PUNE

SCHOOL OF BUSINESS- BBA

Term End Examination (2025 Pattern) April- May – 2026- Semester – II

Course Name: Social Media Marketing
Course Code: 25BBA271T

Max. Marks: 25
Time: 1:30 Hours

Instructions

- All questions are mandatory.
- Draw flow chart/diagram if applicable.

Q1.	Attempt all the questions: 1. Expand ROI. 2. Expand CTA. 3. Expand CTR. 4. Expand SMM. 5. Expand KPI. 6. Expand AI. 7. Expand CMS. 8. Expand CRM. 9. Expand B2B. 10. Expand CPC.	(10 Marks)	CO1
Q2.	Solve any 1 out of 2 Questions: 1. Describe social media objectives in marketing. OR 2. Explain Key Performance Indicators (KPIs).	(5 Marks)	CO2
Q3.	Solve any 1 out of 2 Questions: 1. Apply segmentation for an online education platform. OR 2. Create sample post ideas for Instagram marketing.	(5 Marks)	CO3
Q4.	Solve any 1 out of 2 Questions: 1. Examine the impact of content type on engagement. OR 2. Analyze the role of paid advertising in campaigns.	(5 Marks)	CO4