



**RAN-2508000703020002**

**S.Y.B.B.A. - D. M. (Sem.-III) Examination November - 2025**  
**Social Media Marketing**

**સૂચના : / Instructions**

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.  
 Fill up strictly the above details on your answer book

Seat No.:

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Student's Signature

**SET-2**

**Q.1. Answer the following (any 5)**

**10**

1. What is Social media promotion?
2. List four benefits of Social media promotion.
3. What are SMART goals?
4. List four tips for social media strategy.
5. Explain in brief any two characteristics of Blogging.
6. Give two examples of companies practicing customization in products.
7. What is Social media optimization?

**Q.2. Explain the social media management process in detail.**

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**OR**

**Q.2. Write short notes on:**

- a. Do's and Don'ts of social media.
- b. Mobile apps in social media marketing

**7**

**7**

**Q.3. Elaborate on social media platforms in marketing with examples.**

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**OR**

**Q.3. Write short notes on:**

- a. Tips for social media marketing.
- b. Customer relationship through social media

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**7**

**Q.4. Case Study :** A new travel startup wants to attract young professionals to its weekend adventure trips. The company prefers to use digital channels like Instagram stories, Facebook groups, and short YouTube videos instead of print ads. Their goal is to create excitement and build a loyal online community. As BBA students, how would you design a digital marketing campaign to engage this audience?

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