

Dr. Babasaheb Ambedkar Open University
Term End Examination January – 2026

Course	: MAJMC	Date	: 24/02/2026
Subject Code	: MAJMC/MAJMCOL-09	Time	: 03:00pm to 05:15pm
Subject Name	: Social Media Content and Marketing	Duration	: 02.15 Hours
		Max. Marks	: 70

Q-1 Define Social Media Marketing and discuss its importance in the digital era. **14**

OR

Explain the evolution of Social Media and various types of Social Media platforms.

Q-2 What is Content Strategy? Explain the process of creating engaging content for Social Media. **14**

OR

Discuss the role of Search Engine Optimization (SEO) in Social Media Marketing.

Q-3 Explain the concept of Influencer Marketing and its impact on brand building. **14**

OR

What are Social Media Analytics? Explain how data helps in measuring campaign success.

Q-4 Write Short Notes. (Any Two) **14**

1. Facebook and Instagram Marketing
2. Viral Marketing and Trends
3. Ethics in Social Media Marketing
4. Role of Hashtags and Keywords

Q-5 Select the correct option from the following questions. (Two marks each) **14**

1. Which platform is primarily used for professional networking?
(A) Snapchat (B) LinkedIn (C) TikTok (D) Pinterest
- The term 'ROI' in marketing stands for:
2. (A) Risk on Investment (B) Return on Investment
(C) Rate of Interest (D) Real Online Income
- Micro-blogging is best represented by:
3. (A) Facebook (B) X (formerly Twitter) (C) YouTube (D) WhatsApp
- Which of these is a 'Visual' social media platform?
4. (A) Instagram (B) LinkedIn (C) Podcast (D) Email
- A 'Call to Action' (CTA) is used for:
5. (A) Ending a post (B) Encouraging user response
(C) Blocking users (D) Deleting ads
- 'Paid, Owned, and Earned' refers to types of:
6. (A) Users (B) Media (C) Computers (D) Languages
- Which format is most popular on TikTok and Instagram Reels?
7. (A) Long text (B) Short-form Video (C) Audio only (D) Static images
