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Reg. No :

Name :

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, NOVEMBER 2024

2023 ADMISSIONS REGULAR

B.VOC A.M.S SEMESTER III - SKILL

VAM3S05TB22 - Social Media Content Creation

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks

(10x2=20)

1. Provide an example of a successful influencer marketing campaign that you are aware of, and briefly explain its impact on content creation.
2. Discuss the impact of the 'FOMO' (Fear of Missing Out) phenomenon in content creation. Explain how social media marketing strategies can be adjusted to align with organizational goals.
3. How can you use storytelling to establish a brand's personality on social media?
4. Explain the significance of audience targeting and alignment between influencers and brand values for effective content creation.
5. Discuss briefly how influencer marketing impacts brand visibility and reach in social media content creation.
6. How do performance reports contribute to informing stakeholders in social media marketing strategies and campaigns?
7. Explain the process of evaluating and selecting suitable social media networks based on goals.
8. Why is monitoring work progress, reviewing quality, and giving feedback crucial in social media campaign management?
9. Provide examples of key performance indicators (KPIs) that can be used to measure the success of a social media marketing campaign, and explain their relevance.
10. Describe the significance of delegating campaign tasks to team members with set completion deadlines for effective social media campaign management.
11. How does setting clear timelines and dates for launching digital marketing campaigns align with the overall social media strategy?
12. Explain the importance of reviewing the target audience, daily budget, and scheduling in the context of a social media marketing campaign.

Part B

II. Answer any Six questions. Each question carries 5 marks

(6x5=30)

13. Explain the significance of aligning social media marketing campaigns with an organization's objectives. How does this alignment impact the success of campaigns?
14. Analyze the importance of monitoring work progress, reviewing quality, and providing feedback to team members in the context of a social media campaign. Discuss how these activities enhance the overall campaign effectiveness.
15. Define a social media report and elaborate on its role in the process of social media content creation. Discuss the key elements typically included in a social media report.
16. Evaluate the process of reviewing the target audience, daily budget, and scheduling of all campaigns. How do these reviews contribute to the effectiveness of social media content creation and distribution?
17. Explain the significance of reviewing and ensuring that campaign budgets are set up as per the plan. How does this budget adherence impact the quality and reach of social media content?

18. Explain the significance of aligning campaign setup with a defined social media marketing strategy. How does this alignment impact the effectiveness of social media content?
19. Discuss the process of setting timelines and dates for digital marketing campaigns based on available resources. How does effective time management influence the success of social media content creation and distribution?
20. Analyze a campaign where the initial content quality was below expectations. Propose strategies for real-time quality improvement during an ongoing campaign, ensuring that adjustments align with the campaign's objectives.
21. How does managing the social media strategy in alignment with the overall organization's objectives and goals impact the effectiveness of digital marketing campaigns?

Part C

III. Answer any Two questions. Each question carries 15 marks

(2x15=30)

22. Assess the impact of selecting specific social media networks based on predefined objectives and goals. How does network selection influence content creation, distribution, and audience engagement? Provide a comparative analysis of different platforms and their impacts on campaigns.
23. You are tasked with creating a social media marketing strategy for a company aiming to launch a new product line. Describe the step-by-step process you would undertake to align the campaign with the company's objectives, set measurable goals, and identify the target audience's characteristics and interests. How would this strategy ensure successful content creation and campaign effectiveness?
24. Develop a social media marketing campaign for a non-profit organization aiming to raise awareness for a social cause. Define relevant key performance indicators (KPIs) for this campaign and explain how these KPIs would be utilized to measure and analyze campaign success.
25. You are responsible for developing a social media content strategy for a fashion brand. Describe how you would analyze the current customer base to identify their common characteristics and interests, and how this analysis would inform your content creation decisions. Share real-world insights or examples from the fashion industry.