

TB243628X

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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

VAM3S06TB22 - Social Media Management

Time : 3 Hours

Maximum Marks : 80

Part A

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

(10x2=20)

1. When should you escalate budget issues to key departments, especially finance?
2. How can you prepare an online campaign budget manually?
3. How do you ensure that you stay within the established budget for a campaign?
4. What would you do if you discover significant variances in the budget during a campaign?
5. What kind of data and statistics are typically collected during a social media audit?
6. Describe the significance of flexibility in responding to feedback and changing requirements.
7. What are the different types of reports expected by management and internal functions in social media management?
8. How can you tailor reports to meet the specific requirements of different internal functions?
9. Outline the key components that should be included in a monthly performance report for a social media team. How can this report be used for future planning and strategy?
10. List different types of reports expected by management and internal functions in social media management.
11. How do you ensure that the information you present meets organizational requirements?
12. What is the appropriate moment in which you should escalate budget issues to key departments?

Part B

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

(6x5=30)

13. How would you analyze and highlight the variances in expenses regarding the eco-friendly content creation of a social media campaign promoting a sustainable energy company?
14. You are managing a social media campaign for a new mobile app. How would you allocate the budget to various activities such as paid advertising, influencer partnerships, and content creation?
15. You are planning a social media campaign for a tech conference. How would you ensure that the budget accounts for unforeseen expenses and provides flexibility for adjustments as needed?
16. You are conducting a social media campaign for a nonprofit wildlife conservation organization. What financial controls would you put in place to ensure efficient fund utilization and reporting to donors?
17. Imagine you are responsible for auditing a social media strategy for a global event, such as the Olympics. Discuss the scalability of metrics and qualitative analysis in this context.
18. You're responsible for a social media campaign to rebrand a struggling music festival. How would you approach the budget to revive the festival's image while keeping costs manageable?
19. Imagine a situation where an organization's social media team frequently receives feedback from the community but struggles to implement effective changes. How would you address this issue in your auditing and reporting process?
20. You are leading a social media team to achieve a specific target. Describe a challenging situation where communication breakdown occurred within your team. How would you address this issue and ensure better communication in the future?

21. Explain the importance of maintaining clear communication with colleagues through face-to-face, telephonic, and written means in a professional setting. How does effective communication contribute to team productivity and success?

Part C

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

(2x15=30)

22. Foundations of mixed metrics and qualitative analytical reports are essential for assessing the success of marketing campaigns. How would you hypothetically combine these methods to gauge the success of a product launch?
23. You are managing a social media campaign budget of a prominent brand, how would you track the outflow of funds against the budget, highlight variances, and ensure timely communication with the finance department to address any issues?
24. Describe the methods and importance of passing on information to colleagues in alignment with organizational requirements. How does effective information sharing contribute to team success?
25. Discuss the significance of clear communication in a social media team, emphasizing the importance of face-to-face, telephonic, and written communication methods.