

Reg. No.:



Name:

University of Kerala

U8932

Second Semester FYUGP Degree Examination, April 2025

Discipline Specific Core Course

HOME SCIENCE

UK2DSCHSC101 - Social Media Marketing

Academic Level: 100-199

Time: 1 Hour 30 Minutes(90 Mins.)

Max. Marks: 42

Part A. 6 Marks.Time:6 Minutes.(Cognitive Level:Remember(RE)/Understand(UN)) Objective Type. 1 Mark
Each.Answer all questions

Qn No.	Question	CL	CO
1	Predict in which order the blog posts are displayed on the screen	RE	1
2	Define Social Media Marketing	RE	1
3	Define podcast.	UN	1
4	Is the communication style on a page one-to-many or one-to-one.	UN	1
5	Describe one advantage of social media.	UN	2
6	Interpret the meaning of "encoding" in communication.	UN	1

Part B.8 Marks.Time:24 Minutes.(Cognitive Level:Understand(UN)/Apply(AP))Short Answer. 2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	1. Discuss any one tool used in social media trend analysis	UN	2
8	Compare paid and organic social media marketing	UN	2
9	Determine the elements of a good photograph	AP	3
10	Solve a potential issue caused by identity theft by suggesting a preventive measure.	AP	1

Part C. 28 Marks.Time:60 Minutes (Cognitive Level:Apply(AP)/Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer.7 marks each.Answer all 4 Questions choosing among options * within each question

Qn No.	Question	CL	CO
11	A) 1. Explain the significance of trend analysis in social media business and elaborate on the types of trend analysis in social media research. OR B) Prepare a list of essential skills needed by a photographer and explain how these skills are applied in photography	AP	2, 3
12	A) 1. Describe how "encoding" and "decoding" impact the effectiveness of communication. Create a short, written message (e.g., an announcement, an instruction) and explain how different receivers (e.g., people with varying cultural backgrounds, different levels of technical knowledge) might decode the message differently. OR B) Explain the key differences between a blog and a vlog. How do these formats influence content consumption?	AN	1, 4
13	A) Give ideas on how to prevent online bullying and harassment. OR B) Appraise on the importance of trend analysis in social media research and explain the different types of trend analysis	EV	3, 2
14	A) Plan and design a photo project that shows "A Day in the Life of Your City." What key elements would you include and why? OR B) Suggest simple ways to protect personal information online.	CR	4, 1