

Reg. No.:



Name:

University of Kerala

U9284

Second Semester FYUGP Degree Examination, April 2025

Multi-Disciplinary course

COMPUTER APPLICATION

UK2MDCCAP101/ UK2MDCCSC102 - Social Media Management

Academic Level: 100-199

Time: 1 Hour

Max. Marks: 28

Part A ,4 Marks ,Time 5 Minutes (Cognitive Level :Remember(RE)/Understand(UN))Objective Type 1 mark each, Answer all questions

Qn No.	Question	CL	CO
1	List out any two popular blogging Site.	RE	1
2	State Webinar	RE	1
3	Identify the first step for creating discussion forum	UN	2
4	Define social news site.	UN	3

Part B ,8 Marks ,Time 15 Minutes (Cognitive Level :Understand(UN)/Apply(AP))Short Answer 2 marks each, Answer all questions

Qn No.	Question	CL	CO
5	Discuss the tips for brand building with social media platform.	UN	2
6	Describe any two features of Radian6.	UN	4
7	Explain importance of Social Media.	AP	1
8	Choose any two benefits of marketing with Q&A site	AP	3

Part C ,16 Marks ,Time 40 Minutes (Cognitive Level :Apply(AP)/Analyse(AN)/Evaluate(EV)/Long Answer 4 marks each, Answer all questions choosing among options* within each question

Qn No.	Question	CL	CO
9	A) Describe about a) Sharing photos b) Sharing videos c)Sharing images d)Sharing webinars OR B) A local restaurant wants to increase foot traffic. Explain how they could use location -based marketing to achieve this	AP	1, 3
10	A) Compare blog and microblog with suitable example OR B) Analyze the use of social news sites	AN	2, 3
11	A) Analyze the factors considering when selecting a social media monitoring tool OR B) Analyze the social media planning cycle.	EV	4, 1
12	A) Explain the marketing tips using social news site and Q&Asites OR B) Compare Social media monitoring and Social media marketing	CR	3, 4

Qn No.	Question	CL	CO