

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION
(B.B.A.IN SPORTS MANAGEMENT) (472)
EXAMINATION: DECEMBER - 2025
SEMESTER - V

Sub.: Social Media and Digital Marketing (BBA23-S514)

Date : 22/12/2025

Total Marks : 60

Time: 10.00 am To 12.30 pm

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. Which of the following best describes digital marketing?
 - a) Selling products through TV ads
 - b) Promotion of brands through the internet
 - c) Print advertising
 - d) Newspaper classifieds
2. Which of the following is *NOT* an advantage of digital marketing?
 - a) Global reach
 - b) Personalization
 - c) High competitiveness
 - d) Cost efficiency
3. Long-tail keywords are:
 - a) Broad and general
 - b) Highly specific search phrases
 - c) Short and vague
 - d) Unrelated keywords
4. At the awareness stage, brands should post:
 - a) Discounts and offers
 - b) Deep product demos
 - c) Educational content
 - d) Customer testimonials
5. Audience targeting is done at which level in Meta Ads?
 - a) Campaign level
 - b) Ad set level
 - c) Ad level
 - d) Creative level

Q. 2. State True / False (05)

1. Social media marketing is a part of digital marketing.
 - a) True
 - b) False
2. CTR measures the percentage of people who clicked on your ad.
 - a) True
 - b) False
3. Google Search Console is used to design websites.
 - a) True
 - b) False
4. Buying followers is unethical in digital marketing.
 - a) True
 - b) False
5. Email marketing gives high ROI.
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three) (15)

1. 3 C's of Social Media Marketing
2. Types of Content on social media
3. Storytelling in Digital Marketing
4. Types of Paid Online Advertising

5. Types of keywords in SEO

Q. 4. Answer in detail (Any Two) (20)

1. Explain the SOSTAC framework with examples.
2. Describe Meta Ads structure (Campaign, Ad Set, Ad) with examples.
3. Explain LinkedIn Campaign Manager and its targeting options.
4. Explain 4A and 5A model of buyer's journey with example.

Q. 5. Case study (15)

A fitness trainer, AaravFit, wants to grow his social media following. He currently posts only gym selfies and gets low engagement.

Task:

Suggest the areas where he needs improvements.

What are the success sutras of social media, the content types he should focus on and give three content ideas.
