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Department of Management  
School of Management and Business Studies  
Even Semester Examination- 2019  
BBA 2<sup>nd</sup> Semester, Paper Code- BBA-P-05  
Subject- Social Media Ethics

**Maximum Marks: (15\*5= 75)**

**Duration- 3 Hours**

**Section A**

Please attempt any 6 questions. Each question carries 5 marks.

(5 X 6=30)

- Q.1 Explain the 5<sup>th</sup> P of marketing in social media. How is it significant in social media world?
- Q.2 What are microsharing sites? Please explain by giving relevant examples.
- Q.3 How brands work as relationship nodes? What is the advantage of this concept?
- Q.4 Explain social publishing zone. Explain various types of contents which can be published at various platforms.
- Q.5 What is sentiment analysis? How is it relevant for a social media marketer?
- Q.6 What is influencer marketing? Explain in brief.
- Q.7 What is site stickiness? How can site stickiness be increased in the website?
- Q.8 What is Cyberstalking? What measures can be taken to control cyberstalking?
- Q.9 Explain the term Brand Fans.

**Section B**

Please attempt any 3 questions. Each question carries 15 marks.

(15 X 3=45)

- Q.1 What is Netnography? Please explain various steps in Netnography.
- Q.2 Explain the various characteristics of social media websites?
- Q.3 What is Search Engine Optimization? How is it implemented and what are its advantages?
- Q.4 Explain in detail the various steps in social media marketing planning?
- Q.5 What is Social community zone? Please explain various marketing applications of social community zone.
- Q.6 What is Cyberbullying? Explain various forms of Cyberbullying. And how can it be controlled?