

Roll No.

Jamia Hamdard
Department of Management Studies
School of Management and Business Studies
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Examination: Even Semester Examination 2018

Paper Name: Social Media Ethics
Time: 3 Hours

Paper Code: BBA-P-05
Maximum Marks: 75

Section A

Attempt any 6 questions. Each Question carries 5 Marks each.

(6X5=30)

- Q.1 Define Social Media. How is social media becoming relevant in today's product marketing industry.
- Q.2 Explain the concept of microsharing sites. What is their relevance in today's social media world.
- Q.3 What is search engine optimisation? Explain by giving relevant examples.
- Q.4 Explain any two marketing applications in social community zone with examples.
- Q.5 What is Netnography. What are the various steps in Netnography.
- Q.6 Explain any 5 commonly used social media metrics.
- Q.7 Explain the concept of Fifth P of marketing in detail with relevant example.
- Q.8 Explain the meanings of Clickthroughs, Site Stickiness, Sales conversions, Viewthroughs and Frequency as measures of success of any social marketing campaign.
- Q.9 What is Cyberbullying? What are the various forms of Cyberbullying.

Section B

Attempt any three questions from this section

(3x15=45)

- Q.1 Explain the steps of Social Media Marketing planning in detail with examples.
- Q.2 What is Social Media? Please explain the 4 zones of social media In brief with relevant examples.
- Q.3 What is Social Commerce? What are the various social commerce tools for Decision stages.
- Q.4 What is Social Publishing. Kindly explain any 5 types of Social publishing content in detail with examples.
- Q.5 Explain any 3 types of Social media offences which are becoming relevant in today's scenario.
- Q.6 How is social gaming a relevant tool for social media marketers. Please explain by giving suitable examples.