

GVM's GCPR College of Commerce & Economics,  
Farmagudi - Ponda, Goa.

B.C.A.(Semester-III) Intra Semester Assessment(ISA)I -Test,  
September 2022

**CAG122 SOCIAL MEDIA MARKETING & ANALYTICS**

Duration: 45 minutes

Marks: 20

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- 1) What is Social Media Analytics? (3MKS)
- 2) State and explain any two outlets of social media? (2Mks)
- 3) What is Facebook business page? Explain any two benefits. (5MKS)
- 4) Briefly explain the steps to set the budget on Facebook page. (2MKS)
- 5) Write short note on: (8MKS)
  - A) You Tube
  - B) Page Insights