GOA VIDYAPRASARAK MANDAL'S

GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS B.C.A. CBCS (SEMESTER III) END EXAMINATION, NOVEMBER 2022 SOCIAL MEDIA MARKETING & ANALYTICS

Duration: 2 hours Total Marks: 60

Instructions: i) All questions are compulsory.

ii) Figures to the right indicate full marks.

Q.1 A What is Google analytics? B What is data segmentation?	(5 x1=05) (5 x1=05)
Q.2 A What is social media marketing? B Explain the video ad performance in you tube. OR	(05) (05)
X Briefly explain the importance of using Facebook groups. Y Explain the key objectives of mobile marketing	(05) (05)
Q.3 A What is Facebook Dashboard? B What do you understand by you tube? Explain its analytics. OR	(05) (05)
X State and explain any five outlets of social media.Y What is mobile analytics?	(05) (05)
Q.4 A What are the benefits of using Facebook tabs and apps? B Twitter as an influencer marketing tool. Explain. OR	(05) (05)
X State and explain the evolution of social media Y What are LinkedIn analytics?	(05) (05)
Q.5 A What is online reputation management? B What is Pinterest? OR	(05) (05)
X Explain pages and pulse in LinkedIn Y What is Snapchat?	(05) (05)
Q.6 A Explain in detail the Web analytics process. B Explain the steps in setting up Google analytics OR	(05) (05)
X Briefly explain how Web analytics works. Y Explain ABC's in Google analytics	(05) (05)