

**Goa Vidyaprasarak Mandal's**  
**GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS PONDA- GOA**  
**B.C.A (SEMESTER III) INTRA SEMESTER ASSESSMENT (ISA) I, AUGUST 2023**  
**CAG 122- SOCIAL MEDIA MARKETING AND ANALYTICS**

Duration- 45 mins

Marks - 20

Q1- Fill in the Blanks

(3 marks)

1. "About", "Events", "Photos" are examples of \_\_\_\_\_ on a Facebook Page.
2. Targeting Audience on Social media based on country, region or city is called as \_\_\_\_\_.
3. The maximum file size you can upload on YouTube is \_\_\_\_\_.

Q2. Define the Following terms

(2 marks)

1. Meta/ Facebook Pixel
2. YouTube marketing

Q3. Explain with an example how Demographic targeting can be profitable to the marketers. (2 marks)

Q4. Explain why Social Media marketing is important for running a successful business. With two examples. (2 marks)

Q5. Explain the Five Ad formats in YouTube.

(3 marks)

Q6. Explain in Brief Facebook Targeting.

(4 marks)

**OR**

Q6. Explain the Steps involved in creating a Facebook Page.

Q7. Explain in Brief YouTube Video Campaign Tracking.

(4 marks)