Duration: 2 hours   **Total marks: 60**

Instructions: *i) All questions are compulsory*
                          ii) Figures to the right indicate full marks.

Q1. A. Briefly Explain method of targeting audience on Facebook Ad manager.   **(5x1= 5 marks)**
      B. State and Explain the steps to create YouTube Video campaign.   **(5 marks)**
                                            OR
      X. Why is using social media important for your Business?   **(5 marks)**
      Y. State and explain the Mobile Ad Formats.   **(5 marks)**

Q2. A. Sate and explain the steps to open a Facebook business page.   **(5 marks)**
     B. Briefly explain video campaign tracking and optimisation.   **(5 marks)**

                                            OR
     X. Explain the key features of Facebook Ad manager.   **(5 marks)**
     Y. What are the Mobile Site key considerations?   **(5 marks)**

Q3. A. Explain in brief with an example what is Facebook/Meta Pixel?   **(5 marks)**
     B. What is Social Media calendar?   **(5 marks)**
                                            OR
     X. What is Facebook page insights?   **(5 marks)**
     Y. How to create a good Twitter business profile.   **(5 marks)**

Q4. A. Is Pinterest a good platform for Advertising? Justify your answer.   **(5 marks)**
     B. Briefly explain Twitter Analytics.   **(5 marks)**
                                            OR
     X. Briefly Explain LinkdIn B2B Marketing.   **(5 marks)**
     Y. Describe the steps involved in Advertising a product on snapchat.   **(5 marks)**

Q5. A. What are the types of attribution modals? **(5 marks)**
   B. State and explain the types of reports in google Analytics. **(5 marks)**

OR

   X. What is Clickstream data and Heat maps? **(5 marks)**
   Y. Briefly Explain Google Analytics Conversions. **(5 marks)**

Q6. A. What is Google Data Studio? Explain the steps in setting up the Google Data Studio. **(5 marks)**
   B. What is Data contextualisation and segmentation? **(5 marks)**

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