

Exam. Code : 110505

Subject Code : 2877

Bachelor of Vocation (Modern Office Practices)

5th Semester

USE OF SOCIAL MEDIA AND LAB

Paper—V

Time Allowed—3 Hours] [Maximum Marks—50

Note :— There are total **eight** questions. Attempt any **five** questions. All questions carry equal marks.

1. What is impact of Social Media on our business and economic society ?
2. Which are important careers in Social Media Marketing ?
3. What is meaning and importance of Social Media marketing segments ? How can the Social Media audience be segmented ?
4. Explain various activities and marketing applications of Social Community Zone ?
5. What is Social publishing ? Explain the working of sites Tumblr, Pinterest, Instagram and Vine.
6. How can you use Instagram for Social Media Marketing ?
7. Explain the 5 P's of Social Marketing.
8. Who are digital consumers ? How do they get benefitted with Social Media Marketing ?