

Roll No. \_\_\_\_\_

**Model Question Paper**  
**Social Media Marketing (1-Year Course)**  
**Annual Examination 2023 and Onward**

**OBJECTIVE**

**Time:** 1 hour 30 minutes

**Total Marks:** 100

**Note:** This part is compulsory. It should be attempted on the Question Paper & returned to the Supervisory Staff after the prescribed time. Cutting, overwriting and use of lead pencil is not allowed. Supervisory staff is requested to attach it with the answer book.

**PART-I**  
**(TECHNOLOGY)**

**Q No. 1. Choose the correct answer and encircle it. (2x20=40)**

1. Youtube launched in?  
a. 2005      b. 2006      c. 2007
2. Which of the following is NOT a Social Media Platform?  
a. Google      b. Facebook      c. Instagram
3. Founder of Instagram?  
a. Kevin Systrom      b. Mark Zuckerberg      c. Kylie Jenner
4. How can we get more followers on Twitter?  
a. Post Unique      b. New content      c. Both A and B
5. What is the reason behind using hashtags on Twitter?  
a. Tweet context      b. Content      c. Unique post
6. What is a Twitter impression?  
a. Number of tweets      b. Number of likes      c. Number of comment
7. Founder of LinkedIn?  
a. Elon Musk      b. Mark Zuckerberg      c. Reid Hoffman
8. How many friends can you make on Facebook at a time?  
a. 5,000      b. 3,500      c. 2,500
9. How many hashtags can you use on an instagram post?  
a. 20      b. 30      c. Unlimited
10. After how many time Facebook story disappear?  
a. 24 Hours      b. 48 Hours      c. 72 Hours
11. The cheapest social media platform to perform ad's?  
a. Facebook      b. Instagram      c. None of them
12. Two Step Verification is important for a Facebook account?  
a. Yes      b. No      c. Maybe
13. Where you can check engagement of your Facebook page?  
a. Insights      b. Post      c. Account
14. How many types of Facebook pages are there?  
a. 8      b.12      c. 6

15. How many types of profiles instagram offer?
  - a. 3
  - b. 5
  - c. 7
16. How many types of instagram accounts?
  - a. 4
  - b. 2
  - c. 6
17. How many time on a Youtube page are needed for monetization
  - a. 4,000 Hours
  - b. 6,000 Hours
  - c. 12,000 Hours
18. The most important aspects of your video YouTube considers in ranking are?
  - a. Title
  - b. Tag
  - c. All of these
19. Do you connect Facebook accounts and instagram accounts?
  - a. Yes
  - b. No
  - c. None of these
20. How many types of content can be used in Facebook ads?
  - a. 4
  - b. 6
  - c. 3

**Q. No.2. Fill in the blanks.**

**(2\*15 =30)**

1. Maximum how many pages you can add in the meta business suite \_\_\_\_\_
2. How many types of roles on a Facebook page \_\_\_\_\_
3. Where can you publish the best version of your work on your Facebook page \_\_\_\_\_
4. Youtube is a \_\_\_\_\_ search engine
5. How many \_\_\_\_\_ subscribers on a Youtube channel are needed for monetization
6. How many time do you have to complete your watch time on Youtube \_\_\_\_\_
7. Current owner of Instagram \_\_\_\_\_
8. CEO of Twitter \_\_\_\_\_
9. How many posts can you schedule on your Facebook page \_\_\_\_\_
10. SMM stands for \_\_\_\_\_
11. Social networks are organized primarily around \_\_\_\_\_
12. Which social network \_\_\_\_\_ is considered the most popular for social media marketing
13. How many Social Media Classification tools are there \_\_\_\_\_
14. SMM helps improve \_\_\_\_\_
15. A good picture is worth how many \_\_\_\_\_ words in LinkedIn.

**PART-II  
(DESIGNING)**

**Q No. 3. Choose the correct answer and encircle it.**

**(2\*10 =20)**

1. Which is not included in the elements of design?
  - a. shape
  - b. line
  - c. point
2. Images and graphics on a website are usually created using?
  - a. Photoshop
  - b. indesign
  - c. paint

3. What are the three primary colors?  
a. Red, white and blue      b. Red, blue and yellow      c. none
4. Edge of a shape is known as?  
a. curve      b. Outline      c. length
5. RGB stands for?  
a. Red green black      b. Red green blue      c. none
6. What is the most popular image format for digital art?  
a. Jpeg      b. png      c. gif
7. What is the most important element of graphic design?  
a. Color      b. Layout      c. Typography
8. dpi stands for?  
a. design per inch      b. Dots per inch      c. none
9. Which one shows the pattern?  
a. Texture      b. Template      c. none
10. Which creates a very casual or natural effect?  
a. Balance      b. After image      c. Primary Colors

**Q. No.4. Fill in the blanks.**

**(2\*5 =10)**

1. RGB stands for \_\_\_\_\_
2. Three Primary Colors in designing are \_\_\_\_\_
3. \_\_\_\_\_ is a key element in logo design and plays an important role in brand differentia
4. \_\_\_\_\_ is a vector drawing tool found in Illustrator.
5. \_\_\_\_\_ can be defined as a figure or mass.

**Model Question Paper**  
**Social Media Marketing (1-Year Course)**  
**Annual Examination 2023 and Onward**  
**SUBJECTIVE**

**Time Allowed:** 1 hour 30 minutes

**Total Marks:** 100

**SECTION-I**  
**(TECHNOLOGY)**

**Q. No.1 Answer any Ten of the following questions** (10x8=80)

- i. How to connect Facebook pixels with the website?
- ii. Define Facebook ad placements?
- iii. Create a full social media marketing plan for the Bakery Store?
- iv. What are the different types of ads available on Youtube?
- v. What are the five Benefits of hashtags?
- vi. Differentiate between a tweet and Retweet?
- vii. Difference between Traditional and Digital Marketing?
- viii. How to get the maximum benefits of a Youtube Channel?
- ix. What is a lookalike Audience?
- x. Why do we use VIDIQ?
- xi. How do you get a Blue tick on Twitter?
- xii. What are Facebook page Roles and describe all of them?

**SECTION-II**  
**(DESIGNING)**

**Q. No.2 Answer the following questions** (5x4=20)

- i. Differentiate between Gradients and Patterns?
- ii. Differentiate between Basic and Complimentary Colors?
- iii. What are the principles of design?
- iv. Difference between hot and Warm Colors?

**Model Question Paper**  
**Social Media Marketing (1-Year Course)**  
**Annual Examination 2023 and Onward**

**PRACTICAL**

**Time Allowed:** 3 hours

**Total Marks:** 200

**PART-I**  
**TECHNOLOGY**

**(120)**

1. Keep any social network in mind and set its posts in Ms/Word. For Instance Facebook, Twitter, or another network, use Ads Copy, and #hashtags. Designs that you'll create should be according to ads as well.

**PART-II**  
**DESIGNING**

**(80)**

2. Create a logo and create five Designs regarding your business using any Services, products, or virtual items.

**Note:** Remember, this work you will create in Ms/word. First Define Title - Image -Description - Hashtag - Web URL - Whatsapp No. - Email and Address. Similarly, apply this method to all 5 posts.

And Apply the ad Strategy on at least 1 post, how you will run the ad?