



FINAL EXAMINATION MARCH 2024

COURSE TITLE	SOCIAL MEDIA
COURSE CODE	RMKT3623
DATE/DAY	30 JUNE 2024 / SUNDAY
TIME/DURATION	01:00 PM - 03:00 PM / 02 Hour(s) 00 Minute(s)

INSTRUCTIONS TO CANDIDATES :

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 5 Printed Pages including front page)

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This question paper contains TWO (2) sections. Answer ALL questions in the answer booklet provided. [100 MARKS]

SECTION A

(40 Marks)

There are TWENTY (20) questions in this part. Answer ALL questions in the answer booklet.

1. Which platform is known for its professional network and job-seeking features?
 - A. Facebook
 - B. Twitter
 - C. LinkedIn
 - D. Instagram

2. What does SEO stand for in digital marketing?
 - A. Secure Encrypted Operation
 - B. Search Engine Optimization
 - C. Social Enterprise Offering
 - D. Server Email Outreach

3. Which metric is important for measuring the success of an email marketing campaign?
 - A. Likes
 - B. Shares
 - C. Comments
 - D. Open rate

4. Which social media feature is most effective for real-time marketing?
 - A. Posts
 - B. Live videos
 - C. Stories
 - D. Polls

5. What is the primary purpose of a social media audit?
 - A. Checking account security
 - B. Monitoring competitor activity
 - C. Evaluating the effectiveness of social media strategies
 - D. Setting up new social accounts

6. Which tool is widely used for scheduling social media posts?

- A. Google Analytics
- B. Adobe Photoshop
- C. Hootsuite
- D. Microsoft Excel

7. What is a 'conversion' in digital marketing terms?

- A. A change in campaign strategy
- B. An update to content
- C. A visitor completing a desired action
- D. An algorithm update

8. Which platform is ideal for targeting Generation Z with visual content?

- A. Facebook
- B. LinkedIn
- C. TikTok
- D. Twitter

9. What does 'reach' refer to in social media analytics?

- A. The number of times a post is liked
- B. The total number of people who see a post
- C. The frequency of posts
- D. The length of videos posted

10. Which strategy helps increase follower engagement on social media?

- A. Decreasing post frequency
- B. Ignoring comments
- C. Hosting giveaways
- D. Limiting access to posts

11. What does 'PPC' stand for in online advertising?

- A. Private Personalized Content
- B. Pay-Per-Click
- C. Public Posting Channel
- D. Personal PC

12. Which of the following is a key performance indicator (KPI) in social media marketing?
- A. Number of competitors
 - B. Engagement rate
 - C. Speed of posting
 - D. Quality of images
13. Which type of content is most likely to go 'viral' on social media?
- A. Text-only posts
 - B. Emotionally appealing videos
 - C. Long-form articles
 - D. Technical guides
14. How do platforms like Facebook target ads to users?
- A. Random selection
 - B. Manual selection by advertisers
 - C. User behavior and preferences
 - D. First-come, first-serve basis
15. What is an influencer in social media context?
- A. A tool for analytics
 - B. A person who affects the purchasing decisions of others because of their authority, knowledge, position, or relationship with their audience
 - C. A type of social media campaign
 - D. A graphical user interface element
16. What is 'user-generated content' (UGC)?
- A. Content created by a company's marketing team
 - B. Content sold to other businesses
 - C. Content created and shared by fans and customers
 - D. Content that is automatically generated by algorithms
17. Which platform is best known for its use of hashtags to trend content?
- A. Facebook
 - B. Twitter
 - C. LinkedIn
 - D. YouTube

18. Which data is crucial for retargeting campaigns in digital marketing?

- A. General market trends
- B. Competitor sales data
- C. Previous interactions of users with ads
- D. National economic indicators

19. Which of the following is **NOT** a social media platform?

- A. Instagram
- B. Google Analytics
- C. Snapchat
- D. Pinterest

20. What role does 'analytics' play in social media marketing?

- A. Designing graphics for posts
- B. Writing content for blogs
- C. Measuring the performance of campaigns and understanding audience behavior
- D. Scheduling meetings and webinars

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SECTION B

(60 Marks)

There are **FIVE (5)** questions in this section. Answer **ALL** questions provided.

1. Discuss the impact of "influencer marketing" on consumer behavior. Provide **TWO (2)** examples of successful influencer campaigns. (6 marks)
2. Evaluate the effectiveness of using "Facebook Ads" versus "Instagram Stories" for a brand targeting millennials. Provide **THREE (3)** examples. (12 marks)
3. How can "user-generated content" be utilized to boost engagement on a company's social media page? Provide **THREE (3)** strategies. (15 marks)
4. Design a social media crisis management plan for a hypothetical scenario where a company's product recall goes viral. (12 marks)
5. As a consultant, how would you advise a startup to utilize social media for market research? Provide **FIVE (5)** actionable methods. (15 marks)

***** END OF QUESTION PAPER *****