

M. A. DEGREE EXAMINATION, APRIL 2026
PUBLIC RELATIONS
FOURTH SEMESTER

COURSE : CORE
PAPER : SOCIAL MEDIA MANAGEMENT
SUBJECT CODE : 23PR/PC/SM44
TIME : 3 HOURS

MAX. MARKS: 100

Q. No.	SECTION A – I Answer all Questions (Multiple Choice) (10x1= 10 marks)	CO	KL
1	Which of the following is an objective of social media in Public Relations? a. Reducing communication with audiences b. Building brand awareness and audience engagement c. Eliminating customer feedback d. Limiting information sharing	1	1
2	Crisis communication in PR refers to: a. Promoting products during normal situations b. Managing communication during a crisis to protect reputation c. Advertising products online d. Conducting market research	1	1
3	Social media analytics is the process of: a. Posting advertisements online b. Collecting and analyzing data from social media platforms c. Creating social media accounts d. Designing logos for brands	1	1
4	A content calendar is: a. A schedule used to plan and organize social media posts b. A record of company employees c. A tool for designing websites d. A list of social media followers	1	1
5	Which of the following is a function of social media in PR? a. Sharing information and engaging with the public b. Preventing customer interaction c. Limiting communication d. Avoiding feedback	1	1
6	Which of the following platforms are commonly used for Public Relations? a. LinkedIn and Facebook b. Calculator and Spreadsheet c. Printer and Scanner d. Email and Fax only	1	1
7	Network effects occur when: a. The value of a platform decreases as users join b. The value of a platform increases as more users join c. Only one person uses the platform d. Users stop interacting online	1	1
8	Group identity in social media refers to: a. Individuals ignoring others online b. People identifying themselves with a group based on shared interests c. Deleting social media accounts d. Using social media without interaction	1	1

9	A digital community is: a. A group of people interacting online through digital platforms b. A group meeting only in physical locations c. A printed communication network d. A group that does not use the internet	1	1
10	Which of the following is a microblogging platform? a. X (Twitter) b. Microsoft Word c. Adobe Photoshop d. Calculator	1	1
Q. No.	SECTION A – II Answer all Questions in not less than 50 words (5x2=10 marks)	CO	KL
11	Discuss the importance of consistent brand messaging on social media.	2	2
12	Explain how businesses maintain their reputation through Google My Business.	2	2
13	Explain how organizations promote workplace culture through platforms like LinkedIn.	2	2
14	Describe how startups can build brand awareness using social media.	2	2
15	Explain the importance of social media analytics in brand strategy.	2	2
Q. No.	SECTION B Answer all questions in not less than 350 words (4 x10 = 40 marks)	CO	KL
16	a) Compare organic reach and paid advertising strategies on Facebook. OR b) Differentiate between the responsibilities of a social media manager, content creator, and analyst.	3	3
17	a) Examine the role of social networking sites in modern marketing communication. OR b) Apply the steps involved in developing an effective social media strategy for a brand.	3	3
18	a) Apply different techniques for using YouTube Shorts and live streaming to enhance audience engagement. OR b) Compare the features and benefits of tools like Semrush and CoSchedule for digital marketing.	4	4
19	a) Apply conversation marketing strategies for brand promotion on X (Twitter). OR b) Examine the role of built-in tools such as chatbots, podcasts, and broadcast channels in improving audience interaction.	4	4
Q. No.	SECTION C Answer all questions in not less than 750 words (2 x20 = 40 marks)	CO	KL
20	a) Critically evaluate the role of social media campaigns in influencing public opinion on platforms like X (Twitter). OR b) Propose innovative strategies for reputation management through social media engagement.	5	5
21	a) Formulate a plan for improving audience retention on platforms like Instagram and Facebook. OR b) Design a Social Media Campaign that encourages user generated content for Brand promotion.	5	6