

**Bharati Vidyapeeth
(Deemed to be University), Pune**

School of Distance Education

Assignment No.: 1

Course:	BCA	Class:	BCA III	Semester:	V
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Subject:	Social Media Management
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Attempt **ANY ONE** of the Following (**1000 Words**) (10)

- a) Prepare a detailed social media campaign: The campaign can be designed for any type of platform of social media for Lead Generation. Describe the objectives for campaign, outline the tools, prepare budget for campaign. (Imaginary or existing product can be used).
- b) Prepare the budget for social media plan: Based on the understanding of the client, prepare a budget for social media management. Include the individual cost of your tactics, your proposed social media campaign and social media tools used. Include the total cost as a bottom line of your budget. Include the ROI of your plan and why that budget should be allocated to social media. (Imaginary or existing product can be used).

Attempt **ANY TWO** of the Following (**800 Words**) (12)

- a) Explain at least one social media management tool in detail.
- b) Describe social media analytics tool in brief with example.
- c) What are the steps involved in strategy planning for Social Media Management?

Write Short Notes on (**ANY TWO**) (08)

- a) Evaluation of Social Media Platforms
- b) Tools to measure performance of social media content
- c) Legal aspects of social media
- d) Explain any 2 examples of social media platforms.