

**Bharati Vidyapeeth  
(Deemed to be University), Pune  
School of Distance Education**

<b>Name of the Assignment Setter:</b>		<b>Mr.Yashwant Kumar</b>			
<b>Course:</b>	<b>BBA(CBCS)</b>	<b>Class:</b>	<b>BBA</b>	<b>Semester:</b>	<b>Vth</b>
<b>Subject:</b>	<b>Social Media management</b>				
<b>Q.1)</b>	Attempt <b>ANY ONE</b> of the Following <b>(1000 Words)</b>				<b>(10)</b>
<b>a)</b>	Explain at least one Social media Management tool in detail.				
<b>b)</b>	Describe Social media analytics tool in brief with example.				
<b>Q.2)</b>	Attempt <b>ANY TWO</b> of the Following <b>(800 Words)</b>				<b>(12)</b>
<b>a)</b>	Detailed social media campaign: The campaign can be any example presented in social media for Lead Generation. Describe the objectives for campaign, outline the tools, prepare budget for campaign.				
<b>b)</b>	Based on the understanding of your client, prepare a budget for social media management. Include the individual cost of your tactics, your proposed social media campaign and social media tools. 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				
<b>c)</b>	List different types of content to be used in creating brand by using social media campaigns. Describe merits and demerits of each type of content used in social media.				
<b>d)</b>	Explain the critical issues in social media management and legal aspects of social media.				
<b>Q.3)</b>	Write Short Notes on <b>(ANY TWO)</b>				<b>(08)</b>
<b>a)</b>	Segmentation and Targeting for Social Media				

	<b>b)</b>	Social Media marketing mix	
	<b>c)</b>	Ethical issues in Social Media	
	<b>d)</b>	Legal Obligation of Social Media	
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