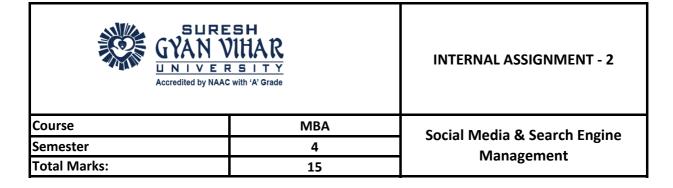
SURESH GYAN VIHAR UNIVERSITY Accredited by NAAC with 'A' Grade		INTERNAL ASSIGNMENT - 1
Course	MBA	Social Media & Search Engine Management
Semester	4	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- **A.** What are Articles? Explain in detail.
- **B.** What is Deeper Engagement? Explain.
- **C.** Write a detailed note on Photo Sharing.

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A. Transmission System
- **B.** What is website?
- **C.** What is deeper engagement?
- **D.** Define societal marketing.
- E. Define VSNL.



Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- **A.** What exactly is Social Media? Explain.
- **B.** Write a detailed note on Wiki.
- **C.** Explain the Past and Present of Social Media and Marketing Strategy.

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A. What are multiple devices?
- B. Explain personal visibility.
- **C.** What is six degrees of separation?
- **D.** Explain minding the P's.
- E. Social Networking