



**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.



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INTERNAL ASSIGNMENT - 2

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 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 mind the P's.
- E. Social Networking