



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. Write a detailed note on Hash-tag.
- B. Explain the Social Media FUTURE in detail.
- C. Write a detailed note on Re-tweet.

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

- A. Explain social advocacy.
- B. What is Blogging?
- C. Nuts and Bolts
- D. What is word press?
- E. Explain e-commerce.



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. Explain Overview of Social Media and Marketing Strategy.
- B. Who is paying attention to world events, city events, and social events and talking about them and connecting them to your brand?
- C. Which type of content resonates best with my audience?

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

- A. Define VSNL.
- B. Define societal marketing.
- C. Define information.
- D. Define network.
- E. What is website?