



Daffodil International University
Department of Information Technology & Management
Faculty of Science & Information Technology
Final Examination, Spring 2025
Course Code: ITM203; Course Title: Social Media Marketing
Sections & Teachers: All

Time: 1:30 Hrs

Marks: 25

Answer ALL Questions

[The figures in the right margin indicate the full marks and corresponding course outcomes. All portions of each question must be answered sequentially.]

1.	a)	Explain what Social Media marketing is?	2	CO- Level 2
	b)	Can You Recognize the Impact of Advertising on Instagram?	3	
2.	Mr. X had a Electronic showroom that he started a few months earlier. He now wants to sell His products online and target all type of clients because he wants to sell all over the country. He hired a digital marketer to promote his product.			CO- Level-3
	a)	If the digital marketer wants to run a professional Facebook ad, what are the steps to follow? Write the complete process in order, giving what information each step will provide.	6	
	b)	Explore the Most Effective Content Types for Selling Electronics Online?	2	
3.	a)	Describe about the types of content? Explain with some example.	3	CO- Level-2
	b)	Outline how WhatsApp Broadcast works and operates.	2	
	c)	Differentiate between Whatsapp and Whatsapp business?	4	
4.	a)	Explain how Instagram algorithm work and its impact engagement?	3	CO- Level-2