



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	Explore the benefits of creating a LinkedIn profile for career opportunities.	3	CO- Level-4
	b	Could you Describe LinkedIn connections and outline their different types?	4	
2	a	Distinguish between the features of Google Search Ads and Display Ads.	5	CO- Level-4
	b	Discover how a Google Business Profile can help local businesses grow.	4	
3	a	Explain Google business Profile.	3	CO- Level-5
	b	Outline the fundamental steps for setting up Google business profile	3	
4	a	Identify the various platforms supported by Google Ads Manager for ad placement.	3	CO- Level-5