

BMC 2nd Semester Exam., 2018

SOCIAL MEDIA AND COMMUNICATION—II

Time : 3 hours

Full Marks : 60

Instructions :

- (i) The marks are indicated in the right-hand margin.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. 1 and 2 are compulsory.

1. Answer any six of the following as directed :
2×6=12

(a) Traditional media is a type of controlled communication.

(Write True or False)

(b) Social media policy increases your risk of legal issues.

(Write True or False)

(c) What are the advantages of in-house PR department?

(Turn Over)

(d) Companies cited top reasons for using social media : Gaining trust and followers.

(Write True or False)

(e) How to measure social media ROI?

(f) Crises generally arise on a long notice.

(Write True or False)

(g) Social media is based on two-way conversation.

(Write True or False)

(h) What is crowdsourcing?

(i) What does B2B stand for?

(j) Press Kit is the name of the newspaper containing backgrounds, photos and news releases.

(Write True or False)

2. Answer any three of the following : 4×3=12

(a) How to write a social media policy for employees?

(b) Compare B2B with B2C.

(c) What is PR crisis? How to deal with it?

(d) Write the benefits of two-way conversation on social media.

(e) Why do you want to work in PR?

Answer any *three* of the following : 12×3=36

3. Why does a business need a social media policy?

4. How do you decide what metrics you should be monitoring?

5. Write the job profile of public relations professional.

6. What are some of the misconceptions that clients generally have about social media?

7. How do B2B companies use social media?

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