

### UNIT-III

S.No	Questions	BT	CO	PO
<b>Part – A (Short Answer Questions)</b>				
1	What is a social media campaign?	L1	CO3	PO10
2	Define social media hoax.	L1	CO3	PO6
3	What is content management?	L1	CO3	PO5
4	What is online promotion?	L2	CO3	PO10
5	Define viral marketing.	L1	CO3	PO10
6	What is audience engagement?	L1	CO3	PO9
7	What is sponsored content?	L1	CO3	PO10
8	Define brand awareness.	L1	CO3	PO10
9	What is influencer marketing?	L1	CO3	PO10
10	What is misinformation?	L1	CO3	PO6
<b>Part – B (Long Answer Questions)</b>				
11	Discuss good and bad social media campaigns with examples.	L4	CO3	PO10
12	Explain being bold versus being overlooked in social media.	L4	CO3	PO10
13	Explain the importance of content management and promotion.	L2	CO3	PO5
14	Discuss social media hoaxes and misinformation in detail.	L4	CO3	PO6
15	Explain the role of human behavior in social media security.	L2	CO3	PO8
16	Explain the features of successful social media campaigns.	L2	CO3	PO10
17	Discuss bad social media campaigns and their effects.	L4	CO3	PO6
18	Explain the role of the human factor in social media security.	L2	CO3	PO8
19	Describe social media hoaxes and preventive measures.	L3	CO3	PO6
20	Explain content management techniques.	L2	CO3	PO5