

SOCIAL MEDIA SECURITY (23CY717)

UNIT – III: Social Media Campaigns

A. Multiple Choice Questions (MCQs)

1. A social media campaign is a:
 - A) Planned promotional activity
 - B) Hardware device
 - C) Network cable
 - D) Software package
2. Good campaigns usually:
 - A) Engage audiences
 - B) Ignore users
 - C) Spread malware
 - D) Reduce communication
3. A social media hoax is:
 - A) False information
 - B) True information
 - C) Scientific data
 - D) Official report
4. Content management involves:
 - A) Managing digital content
 - B) Building computers
 - C) Installing hardware
 - D) Repairing cables

5. Promotion helps increase:

- A) Visibility
- B) Errors
- C) Viruses
- D) Spam

6. Viral content spreads:

- A) Rapidly
- B) Slowly
- C) Offline
- D) Privately

7. Audience engagement refers to:

- A) User interaction
- B) Hardware design
- C) Coding
- D) Networking

8. Human factor refers to:

- A) User behavior
- B) Hardware
- C) Storage
- D) Memory

9. Poor campaigns may damage:

- A) Reputation
- B) CPU
- C) RAM
- D) Storage

10. Social media promotion is useful for:

- A) Marketing
- B) Formatting
- C) Compiling
- D) Scanning

B. Fill in the Blanks

1. A planned social media activity is called a _____.
2. False information spread online is called a _____.
3. Managing online content is called content _____.
4. Successful campaigns improve user _____.
5. Viral content spreads very _____.
6. Social media promotion helps build brand _____.
7. Human behavior is known as the human _____.
8. Good campaigns create positive _____.
9. Digital marketing commonly uses social _____.
10. Campaign performance is measured through audience _____.