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BBA III Semester (NEP Regular) Examination, Feb/March - 2025
Subject: Social Media Marketing (OEC)

Duration of Paper: 2 Hrs.

Maximum Marks :60

Instruction to the Candidate:

- 1) Section D is compulsory.
- 2) Write all the question numbers correctly.

Section - A

- I) Answer any FIVE from the following

(5x2=10)

ಬೇಕಾದ ಐದಕ್ಕೆ ಉತ್ತರಿಸಿರಿ.

1. Define Social Media .

ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವನ್ನು ವ್ಯಾಖ್ಯಾನಿಸಿ.

2. What do you mean by Global E-Marketing?

ಗ್ಲೋಬಲ್ ಮಾರ್ಕೆಟಿಂಗ್ ಎಂದರೇನು?

3. Define content Marketing?

ಕಂಟೆಂಟ್ ಮಾರುಕಟ್ಟೆಯನ್ನು ವ್ಯಾಖ್ಯಾನಿಸಿ.

4. What are facebook groups?

ಫೇಸ್‌ಬುಕ್ ಗುಂಪುಗಳು ಯಾವುವು?

5. What is hashtag?

ಹ್ಯಾಶ್‌ಟ್ಯಾಗ್ ಎಂದರೇನು?

6. What is S.E.O.?

ಎಸ್. ಇ. ಓ (S.E.O) ಎಂದರೇನು?

7. What is webmaster Tool?

ವೆಬ್‌ಮಾಸ್ಟರ್ ಟೂಲ್ ಎಂದರೇನು?

Section -B

- II) Answer any Four of the following questions.

(4x5=20)

ಬೇಕಾದ ನಾಲ್ಕು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿರಿ.

- 8 Explain the Global E - Marketing Issues.

ಜಾಗತಿಕ ಈ ಮಾರ್ಕೆಟಿಂಗ್ ಸಮಸ್ಯೆಗಳನ್ನು ವಿವರಿಸಿ.

9. Explain the Social Technology and its Marketing influences.

ಸಾಮಾಜಿಕ ತಂತ್ರಜ್ಞಾನ ಮತ್ತು ಅದರ ಮಾರ್ಕೆಟಿಂಗ್ ಪ್ರಭಾವವನ್ನು ವಿವರಿಸಿ.

10. Explain the strategy of Twitters Marketing.

ಟ್ವಿಟರ್ ಮಾರ್ಕೆಟಿಂಗ್ ತಂತ್ರವನ್ನು ವಿವರಿಸಿ.

11. How to create a Instagram theme?

ಇನ್ಸ್ಟಾಗ್ರಾಮ ಥೀಮ್ ಅನ್ನು ಹೇಗೆ ರಚಿಸುವುದು.

12. How to create a Youtube channel?

ಯೂಟ್ಯೂಬ್ ಚಾನೆಲ್ ಅನ್ನು ಹೇಗೆ ರಚಿಸುವುದು.

13. Bring out the difference between traditional media and social media .

ಸಾಂಪ್ರದಾಯಿಕ ಮಾಧ್ಯಮ ಮತ್ತು ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮ ಗಳ ನಡುವಿನ ವ್ಯತ್ಯಾಸವನ್ನು ವಿವರಿಸಿರಿ.

Section -C

III) Answer any 2 from the following questions

2x12=24

ಬೇಕಾದ ಎರಡು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿರಿ.

14) Mention the different sites and platforms in social media.

ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮದಲ್ಲಿ ವಿವಿಧ ಸೈಟ್‌ಗಳು ಮತ್ತು ಪ್ಲಾಟ್‌ಫಾರ್ಮ್‌ ಅನ್ನು ಉಲ್ಲೇಖಿಸಿ.

15) What are the different ways to post a content in twitter?

ಟ್ವಿಟರ್‌ನಲ್ಲಿ ವಿಷಯವನ್ನು ಪೋಸ್ಟ್ ಮಾಡಲು ವಿವಿಧ ಮಾರ್ಗಗಳು ಯಾವುವು.

16) Explain the recent trend in Social Media Marketing

ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮ ಮಾರ್ಕೆಟಿಂಗ್‌ನಲ್ಲಿನ ಇತ್ತೀಚಿನ ಪ್ರವೃತ್ತಿಗಳನ್ನು ವಿವರಿಸಿರಿ.

Section-D

IV)

Compulsory question

17) Mention the impact of online reputation

(1x6=6)

ಆನ್ ಲೈನ್ ಖ್ಯಾತಿಯ ಪ್ರಭಾವವನ್ನು ಉಲ್ಲೇಖಿಸಿ.

B.A/BBA/BSW III Semester (NEP Regular) Examination, Feb/March-2025
Subject: ARTIFICIAL INTELLIGENCE (SEC)

Duration of Paper: 1 Hrs.

Maximum Marks :30

- Instruction to the Candidate: 1. Check for complete printing 30 questions.
 2. The last page of question paper may be used for rough work.
 3. Each question has 4 multiple choice answer & choose correct answer.
 4. Darken the appropriate circle with the ball pen.
 5. Damaging / overwriting using whiter on OMR sheet is strictly prohibited.

- 1) What is artificial intelligence ?
 A) Ai is a field that aims to make human more intelligent
 B) Ai is a field that aims to improve the security.
 C) Ai is a field that aims to develop intelligent machines.
 D) Ai is a field that aims to mine the data.
- 2) Who is the inventor of artificial intelligence ?
 A) John McCarthy B) Aziz Premaji C) Narayan Murthy D) William shockly
- 3) The capability of software to interpret the world visually through cameras video and images?
 A) Machine learning B) anomaly detection C) Computer Vision D) none of the above
- 4) What is the goal of Artificial Intelligence ?
 A) To solve artificial problems B) To extract scientific causes
 C) To explain various sorts of intelligence D) To solve real world problems.
- 5) In a traffic monitoring system to identify the type of vehicle they contain such as taxis, buses cycles & so on is example of which of the following ?
 A) Object detection B) image classification
 C) natural language processing D) all of the above
- 6) Which of the following is the branch of Artificial Intelligence ?
 A) Machine learning B) cyber forensics C) Full stack developer D) network design
- 7) NLP enables you to create software than can?
 A) Analyze & interpret text in documents, email messages & other sources.
 B) Interpret spoken language & synthesize speech responses.
 C) Automatically translate spoken or written phrases between language.
 D) All of the above.

- 8) If system is trained by labeling the object is called ?
 A) Supervised machine learning. B) unsupervised machine learning
 C) self learning D) none of the above.
- 9) Azure bot provide a service to ?
 A) Wechat B) email C) messaging D) none of the above.
- 10) A predictive app provides audio output for visually impaired users. Which principle of responsible AI is reflected here ?
 A) Transparency B) Inclusiveness C) Fairness D) Accountability
- 11) Based on which of the following parameter Artificial Intelligence is categorized ?
 A) Based on functionally only B) based on capabilities only
 C) based on capabilities and functionally D) it is not categorized
- 12) Which of the following is a component of Artificial Intelligence?
 a) Learning b) Training c) Designing d) Puzzling
- 13) Which of the following is not a type of artificial intelligence
 a) Learning ai agent b) goal based ai agent c) simple reflex ai agent d) unity-based ai agent
- 14) Which of the following is commonly used programming language for Artificial Intelligence?
 a) Java b) prolog c) LISP d) All of the above
- 15) What is the total number of quantification available in Artificial Intelligence?
 a) 4 b) 3 c) 1 d) 2
- 16) What are the main features & capabilities of Azure machine learning?
 a) Pipelines b) automated machine learning
 c) azure machine learning designer d) all of the above
- 17) When you are creating a clustering model, what common ML algorithm are you using?
 a) Multiclass logistic regression b) k-means c) linear regression d) two-class neural network
- 18) Ai application to "see" the world and make sense of it
 a) Computer vision b) real time vision c) machine vision d) none of the above
- 19) Which of the following are the applications of AI?
 a) Face recognition system b) chatbots c) LIDAR d) all of the above
- 20) _____ number of informed search methods are there in AI

- a) 4 b) 3 c) 2 d) 1

- 21) Which of the following machine requires input from the Humans but can interpret the outputs themselves?
a) Actuators b) sensor c) agents d) AI system
- 22) The total number of logical symbols in AI are ____
a) 3 b) 5 c) 7 d) none
- 23) Which of the following are the approaches to AI
a) Applied approach b) strong approach c) weak approach d) all of the above
- 24) which of the following can improve the performance of an AI agent?
a) Perceiving b) learning c) observing d) all of the above
- 25) To analyze data, which of the following core components used
a) Descriptive b) Diagnostic c) Predict d) all of the above
- 26) SQL means
a) Structured query language b) simple query language
c) super query language d) simple quite language
- 27) File extension of excel data file is
a) .exe b) .exl c) .exc d) .xls
- 28) DB means
a) Database b) data bit c) data band d) document base
- 29) Attribute which uniquely identified called ____
a) Foreign key b) super key c) primary key d) console key
- 30) URL stands for
a) Unique Resource Locator b) Uniform Resource Locator
c) Unified Resource Locator d) Universal Resource Locator