



KOGI STATE UNIVERSITY, KABBA
FACULTY OF SCIENCE AND COMPUTING (Department of Computer Science)
KSUK-COS 103: SOCIAL MEDIA MANAGEMENT UNIT: 2

Session: 2023/2024 Semester: FIRST Date: 29/4/2024 Time allowed: 2 Hours.

Instructions: Answer three (3) questions in all; question 1 and any other two questions.

- 1ai. Explain the concept of social media management. 4 marks.
- ii. List 6 types of social media and their examples you know. 6 marks
1. bi. Explain the 3C of Social Media Success. 3 marks.
 - ii. Social media Listening and monitoring are some of the important aspects of social media management, they are synonymous and as well differ in some aspect. Explain this. 7 marks.
- 1ci. As a social media analyst, you are hired by health sector to create a content about certain disease. Explain the steps to follow. 5 marks.
- 1cii. What is Content curation? 3 marks.
- 1ciii. Boniface view your brand content 100 times, Ope 50 times, Ade 20 times how many reach does your brand has? 2 marks.
- 2ai. List and explain the characteristics of social media over non social digital media. 4 marks.
 - ii. List and explain the types of information flow. 2 marks.
 - iii. What is the correlation between image, video and social media content. 4 marks.
- 2bi. Social media management tools has been useful in managing social media, list five areas of uses of such tools. 5marks.
- bii. As a student of KSUKabba, give an instance of social listening about KSU Kabba. 2 marks.
- biii. Differentiate between internal social media and external social media. 3 marks.
- 3ai. Social media has been advantageous and disadvantageous. Give two instances for each. 4marks.
- ii. Adekunle invested ₦ 100,000 on his social media platform and has a profit of N 50,000. What is his social media return on investment (R.O.I)? 2marks.
- iii. List and explain four (4) terminologies used on social media. 4 marks.
- 3bi. Mention five (5) contents and its associated social media platforms. 5marks.
 - ii. What do you understand by blogging? 2marks.
 - iii. List three (3) ways to engage on social media handle? 3marks.
- 4ai. What is Outsourcing? 3marks.
 - ii. Give and explain three (3) types of outsourcing. 6marks.
 - iii. What is the full meaning of KPI? 1mark.
- 4bi. Explain the following terms.
 - (i) Social Listening 2marks.
 - (ii) Social media Scheduling 2marks.
 - (iii) Measuring Success. 2marks.
- 4bii. What is Sentiment Analysis? 2marks.
- 4biii. What is engagement metrics? 2marks.
- 5a. As a social media analyst, explain in details how to find your first client? 10marks.
- 5bi. List three (3) factors you can engaged on to help you grow your business. 3marks.
 - ii. List three (3) questions that can guide your social listening efforts. 3marks.
 - iii. Near Shoe outsourcing is the approach where business appoint an outsourcing partner not from their their own country, explain its potential benefit and disadvantages. 4marks.