

# **ASSESSMENT REPORT**

# **ASSESSMENT REPORT**

## **LIFE SKILLS AND** **PERSONALITY** **DEVELOPMENT**

## **LIFE SKILLS AND PERSONALITY DEVELOPMENT**

**Course Instructor/ Resource Person-** Dr. Jyoti Kukreja

### **Course Structure-**

| Course                                  | Class    | No. of students          | Duration | Date                                 |
|---|----------|--------------------------|----------|--------------------------------------|
| Life Skills and Personality Development | BCOM I M | 55 Enrolled<br>25 Passed | 40 hours | 21st August 2024 - 6th December 2024 |
| Life Skills and Personality Development | BCOM I E | 49 Enrolled<br>25 Passed | 40 hours | 21st August 2024 - 6th December 2024 |

### **Course objective-**

1. To understand and recognize various life skills for self enhancement and well-being
2. To acquire knowledge of basic concepts of personality and life
3. To enumerate and acquire core life skills and its application
4. To strategize enhancing personality through life skill activities

## Course outcome-

After doing this course, the student will be able to know:

1. concentrate on continuous practice of life skills to enhance student personality
2. To apply life skills in various spheres of life to become successful.
3. To participate in personality development activities to improve communication skills, learn self-introduction, enhance public speaking confidence etc.
4. To learn skills imperative for overall growth in life while also developing skills to master interviews, presentations, group discussions etc.

## Feedback (Assessment) of Value-Added Course:

The Impact of the value-added course was assessed by feedback given by students.

Feedback of same is as under:

### [Life skills and personality development vac- Feedback Form](#)

### Assessment was done basis:

1. **Presentation:** Give a presentation on any startup of your choice with focus on effective communication and confident interaction with the peers.
2. **SWOT Analysis:** Get your SWOT Analysis at two tier level:  
SWOT by a Candid Friend  
SWOT by yourself
3. **Self-Introduction:** Write a creative and enthusiastic self-introduction of yours which sketches a skilled, confident and disciplined image of yours to the recruiter. Ensure that you do not exceed more than 2 minutes while introducing yourself. Remember to include all your key skills and academic aspects and achievements.
4. **Assessment Test:** Assessment Test of 20 case study based questions was prepared to assess students on the concepts of personality development, effective communication, swot analysis etc.

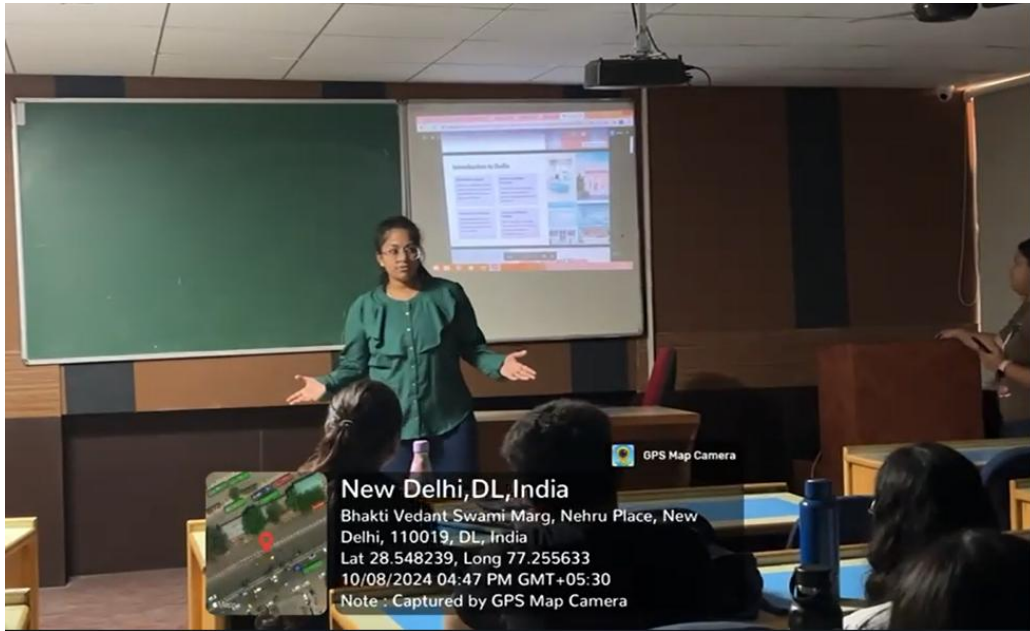
**First Three Assignments were asked to be uploaded on:**

**Bcom I Morning-** <https://classroom.google.com/c/NzE1MjY2NDAYODQy>

**Bcom I Evening -** <https://classroom.google.com/c/NzI2MzcxNjYwNTEy>



- **Geotagged photos of Presentation Activity (to enhance communication and public speaking skills):**





# Life Skills and Personality Development Test

## Test for LS&PD VAC Evaluation

Points to be kept in mind:

- 1) There are 20 Questions and each question carries 2 marks. **Total Marks= 40**
- 2) All questions are required to be filled
- 3) ONLY the forms submitted within the duration of class will be considered valid
- 4) Submitted form will be cross verified with the attendance sheet

*\* Indicates required question*

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1. Email \*

---

2. Name: \*

---

3. Enrollment Number \*

---

4. Section: \*

*Mark only one oval.*

☐ BCOM I Morning

☐ BCOM I Evening

5. Email ID: \*

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## 6. 1.Personality Includes: \*

*Mark only one oval.*

- ☐ Values and Morals
- ☐ Thoughts and Opinions
- ☐ Emotional Traits
- ☐ All of the Above

## 7. 2.Interpersonal Communication and Leadership Skills is a \*

*Mark only one oval.*

- ☐ Behavioural Trait
- ☐ Character Traits
- ☐ None of these
- ☐ Both of these

## 8. 3. Traits are defined as: \*

*Mark only one oval.*

- ☐ physical characteristics that distinguish us from other people
- ☐ unconscious tendencies to act in different ways according to the situation
- ☐ relatively enduring characteristics that influence our behaviour across many situations
- ☐ the way one looks or dresses up

9. 4. Dev is self-disciplined, focused on achievement and keen to do his duty. \*  
He would be expected to score highly on:

*Mark only one oval.*

- ☐ Agreeableness  
☐ Extravertedness  
☐ neuroticism  
☐ conscientiousness

10. 5.Evaluating information and looking at problems from different perspectives is \*  
called:

*Mark only one oval.*

- ☐ Decision-Making  
☐ Critical Thinking  
☐ Personality Development  
☐ Effective Communication

11. 6.Sunaina has to give a Presentation today but is feeling very nervous as she \*  
has a deep fear of public speaking. Sunaina has:

*Mark only one oval.*

- ☐ Arithmophobia  
☐ Claustrophobia  
☐ Anginophobia  
☐ Glossophobia

12. 7.Mention ANY 3 ways you can use to capture and Maintain the attention of an audience you are addressing \*

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13. 8.Importance of Personality Development \*

*Check all that apply.*

- ☐ Improves Self-confidence
- ☐ Makes us look better
- ☐ Strengthens Interpersonal Relationship
- ☐ Helps in career growth
- ☐ Harms our mental health

14. 9.Recently you received your exam results. While you scored very well, your closest friend scored even better than you. Even though initially happy with your scores, you became sad and sullen once your friend revealed his scores. You are: \*

*Mark only one oval.*

- ☐ High on Openness
- ☐ Low on Agreeableness
- ☐ High on neuroticism
- ☐ High on Conscientiousness:



15. 10. In this stage our personality is majorly impacted by our friends: \*

*Mark only one oval.*

- ☐ Adolescence
- ☐ Adulthood
- ☐ Childhood
- ☐ Both a and b

16. 11. In Swot analysis, External aspects lead to \*

*Mark only one oval.*

- ☐ Weaknesses
- ☐ Threats
- ☐ Opportunities
- ☐ None of these

17. 12. Amit is a content writer. He writes for magazines, newspapers etc. However with the recent growth of AI tool, he is about to lose his job. Where would you place this in his SWOT and why? \*

*Mark only one oval.*

- ☐ Weakness
- ☐ Threats
- ☐ Opportunities
- ☐ Both b & c

18. 13. Effective Communication involves: \*

*Mark only one oval.*

- ☐ Active listening
- ☐ Incomplete information
- ☐ Vague messages
- ☐ Courteous Language

19. 14. Any Obstruction to an effective communication process is: \*

*Mark only one oval.*

- ☐ Feedback
- ☐ Encoding
- ☐ Decoding
- ☐ None of these

20. 15. Manas and Priya has two colleagues. While Priya Assists others who are in need of help but prefers solitude, Manas has a big friend circle but lacks empathy.

Which of the following statements are correct :

*Mark only one oval.*

- ☐ Priya is high on Openness
- ☐ Manas is Low on Extraversion
- ☐ Manas is low on Agreeableness and Priya is low on Extraversion
- ☐ Priya is high on Neuroticism and Manas is High on Agreeableness



21. 16. At what step is the communication process complete \*

*Mark only one oval.*

- ☐ Encoding
- ☐ Decoding
- ☐ Feedback
- ☐ ALL OF THESE

22. 17. List 5 Factors that impact our personality : \*

---

23. 18. While presenting, a person from the audience asks you a question, but you are not confident on your knowledge to answer it. In a such a situation you will, \*

*Check all that apply.*

- ☐ Ignore the question
- ☐ Answer with whatever knowledge you have
- ☐ Politely refuse to answer the question
- ☐ Politely say that you will read and get back with a concrete answer

24. 19. The influence of parents on the personality of their children is: \*

*Mark only one oval.*

- ☐ non-existent
- ☐ weakest in early childhood
- ☐ strongest in early childhood
- ☐ consistent across the lifespan

25. 20. Which of the following will act as a Noise in Communication process \*

*Mark only one oval.*

- ☐ Network Problems
- ☐ jargon,/technical language,
- ☐ Preconceived Notions
- ☐ Language differences
- ☐ All of these
- ☐ Only A & B
- ☐ Only C & B

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**Jagannath International Management School**

MOR, Pocket-105, Kalkaji, New Delhi-110019

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# **ASSESSMENT REPORT**

## **NCFM FINANCIAL MARKET : A BEGINNERS' MODULE**





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## **FINANCIAL MARKET : A BEGINNERS' MODULE - COURSE ASSESSMENT**

**Course Instructor/ Resource Person-** Dr. Deeksha Arora

### **Course Structure-**

| Course   | Class        | No. of students | Duration | Date                         |
|--|--------------|-----------------|----------|------------------------------|
| NCFM<br>Financial<br>Market: A<br>Beginner's<br>Module | BBA III<br>M | 49 Passed       | 30 hours | 1 <sup>st</sup> August, 2024 |
| NCFM<br>Financial<br>Market: A<br>Beginner's<br>Module | BBA III<br>E | 33 Passed       | 30 hours | 1 <sup>st</sup> August, 2024 |

### **Course objective-**

- Learn about different types of financial markets (equity, debt, money markets, foreign exchange, derivatives) and their structure.
- Study various financial instruments such as stocks, bonds, options, futures, and other derivatives.
- Identify key market participants such as retail and institutional investors, brokers, dealers, and regulators.

Examine the concept of market efficiency and how information impacts asset prices.

### **Course outcome-**

After doing this course, the student will be able to know-



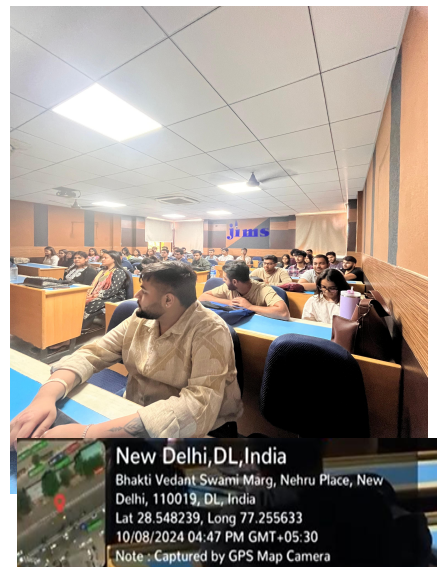
1. Students will understand the organization and function of various financial markets (equity, debt, forex, derivatives).
2. Students will be able to evaluate and compare different financial instruments such as stocks, bonds, and derivatives.
3. Students will apply risk assessment techniques and tools to analyze and mitigate financial risks.
4. Students will demonstrate knowledge of financial market regulations and ethical principles guiding market behavior.
5. Students will develop and apply strategies for trading, investing, and portfolio management.

## Feedback (Assessment) of Value Added Course:

The Impact of the value added course was assessed by feedback given by students.

Feedback of same is as under :

[NCFM Financial Market Feedback form - Google Forms](#)





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**Course Instructor/ Resource Person-** Dr. Deeksha Arora

### **Course Structure-**

| Course   | Class          | No. of students | Duration | Date                         |
|--|----------------|-----------------|----------|------------------------------|
| NCFM<br>Financial<br>Market: A<br>Beginner's<br>Module | Bcom (H) III M | 51 Passed       | 30 hours | 1 <sup>st</sup> August, 2024 |
| NCFM<br>Financial<br>Market: A<br>Beginner's<br>Module | Bcom (H) III E | 42 Passed       | 30 hours | 1 <sup>st</sup> August, 2024 |

### **Course objective-**

- Learn about different types of financial markets (equity, debt, money markets, foreign exchange, derivatives) and their structure.
- Study various financial instruments such as stocks, bonds, options, futures, and other derivatives.
- Identify key market participants such as retail and institutional investors, brokers, dealers, and regulators.

Examine the concept of market efficiency and how information impacts asset prices.

### **Course outcome-**

After doing this course, the student will be able to know-





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3. Students will apply risk assessment techniques and tools to analyze and mitigate financial risks.
4. Students will demonstrate knowledge of financial market regulations and ethical principles guiding market behavior.
5. Students will develop and apply strategies for trading, investing, and portfolio management.

## Feedback (Assessment) of Value Added Course:

The Impact of the value added course was assessed by feedback given by students.

Feedback of same is as under :

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# ASSESSMENT REPORT

## SOCIAL MEDIA MARKETING





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## SOCIAL MEDIA MARKETING

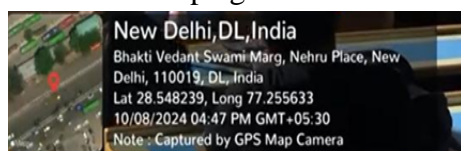
**Course Instructor/ Resource Person-** Dr. Ruchi Singhal

### **Course Structure-**

| Course                 | Class   | No. of students            | Duration | Date   |
|------------------------|---------|----------------------------|----------|--|
| Social Media Marketing | BBA V M | 54 Registered<br>20 Passed | 30 hours | 1 <sup>st</sup> August, 2024- 22 <sup>nd</sup> November 2024 |
| Social Media Marketing | BBA V E | 44 Registered<br>13 Passed | 30 hours | 1 <sup>st</sup> August, 2024- 22 <sup>nd</sup> November 2024 |

### **Course objective-**

1. To familiarize students with the concept of Social media Marketing
2. To Study various Trends in Social Media being used to run Successful campaigns
3. To Foster Deeper Understanding of Social Media Tools and create impactful ad-campaigns



campaign

techniques and future trends of Social media marketing

and run impactful social media marketing

### **Course outcome-**

After doing this course, the student will be able to know-



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1. Students will understand the various aspects of social media being used for marketing (Influencer marketing, Facebook marketing, Twitter Marketing , Instagram Marketing).
2. Students will be able to evaluate and compare different social media marketing campaigns run by various firms.
3. Students will evaluate theoretical concepts to real-world marketing via social media.
4. Students will identify and utilize various tools such as social media etc.
5. Students will develop the awareness of current and emerging social media Tool and Techniques

## **Feedback (Assessment) of Value-Added Course:**

The Impact of the value-added course was assessed by feedback given by students.

Feedback of same is as under:

[Socia Media Marketing VAC- Feedback Form](#)

### **Assessment was done basis:**

1. **Presentation on Social media marketing strategies:** Students select brands of their choice and Present deep insights into the SOCIAL MEDIA MARKETING STRATEGIES used by them across various products/services. Presentations Highlighted the theoretical concepts being used in the Real-world.
2. **Case Study (Class Participation):** Case study on “Stanley Tumblers” was shown to students. Further each student shared their understanding, insight and future path to be taken by Stanley.
3. **Assessment Test:** As part of the Assessment, students were asked to answer 35 questions on social media Marketing via Google Forms. Concepts from theory as well as practical were covered to assess the overall understanding of the student. The students were given 45-50 minutes to answer the questions and scores were recorded

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- **Geotagged photos of Presentation on Social media marketing campaigns by Companies:**





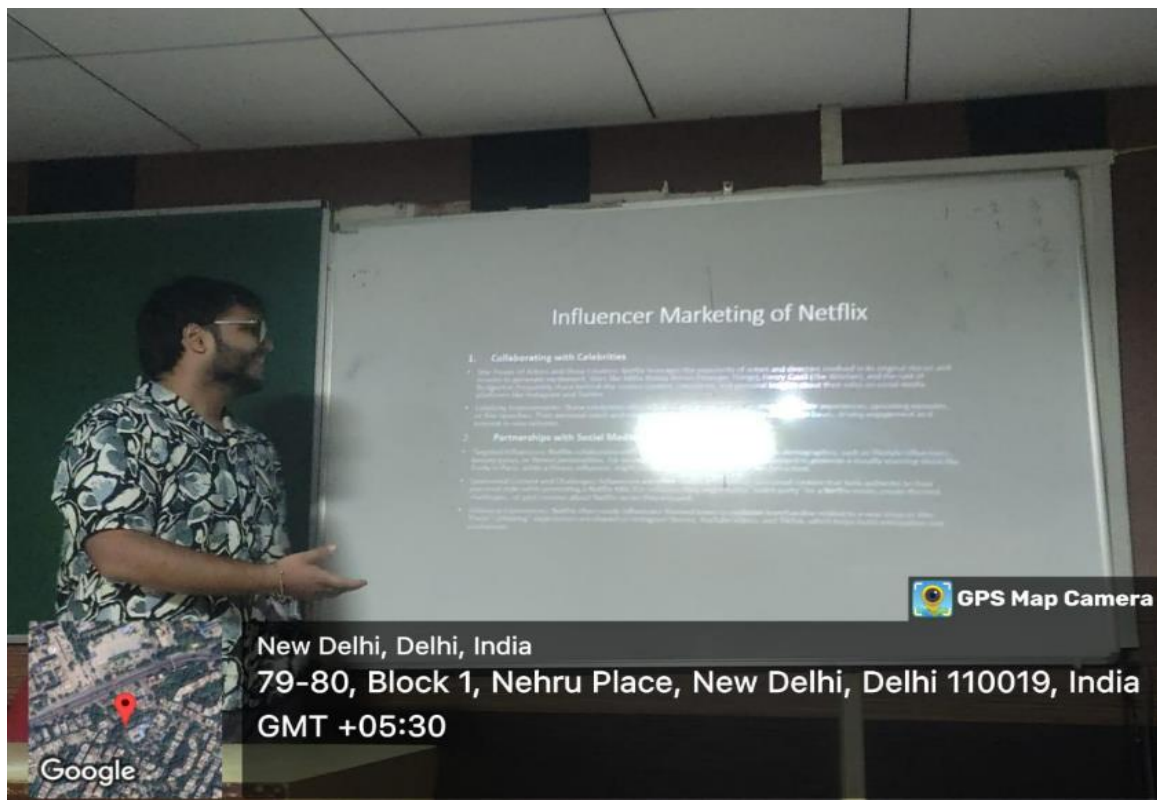


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# SOCIAL MEDIA MARKETING- VAC TEST PAPER

## Test for SMM VAC Evaluation

Points to be kept in mind:

- 1) There are 35 Questions and each question carries 2 marks. **Total Marks= 70**
- 2) All questions are required to be filled
- 3) ONLY the forms submitted within the duration of class will be considered valid
- 4) Submitted form will be cross verified with the attendance sheet

\* Indicates required question

---

1. Email \*

---

2. NAME \*

---

3. Enrollment Number \*

---

4. Email \*

---

5. Class of the student \*

*Mark only one oval.*

☐ BBA V Morning

☐ BBA V E

☐ BCOM VM

☐ BCOM V E

6. 1.What is the term for the practice of paying social media influencers to promote products or services to their followers? \*

*Mark only one oval.*

- ☐ Advertising
- ☐ engagement
- ☐ influencer marketing
- ☐ visibility

#### Untitled section

7. 2.What does the acronym “UGC” stand for in social media marketing? \*

*Mark only one oval.*

- ☐ Unique Graphic Content
- ☐ Unlimited Growth Conversion
- ☐ User-generated Content
- ☐ Unified Global Campaigns

8. 4. SMM does not focus on \*

*Mark only one oval.*

- ☐ Selling
- ☐ Engagement
- ☐ Visibility
- ☐ Positioning



9. 4. Which social media platform is often used for professional networking, industry discussions, and thought leadership? \*

*Mark only one oval.*

- ☐ LinkedIn
- ☐ Facebook
- ☐ Instagram
- ☐ Twitter

10. 5. Which of the following is NOT a common social media marketing objective? \*

*Mark only one oval.*

- ☐ Improve Website Traffic
- ☐ Build Stronger Customer relationship
- ☐ Powerful Brand Image
- ☐ Maximizing email subscriptions

11. 6. Strategic Social media marketing helps in: \*

*Mark only one oval.*

- ☐ Enhance Product visibility
- ☐ Brand awareness
- ☐ Both (a & b)
- ☐ None of the above

12. 7. What does “organic reach” refer to in social media marketing? \*

*Mark only one oval.*

- ☐ The total interactions on a post
- ☐ The number of unique users who see content without paid promotion
- ☐ The followers gained through ads
- ☐ The number of paid advertisements seen

13. 8. A) Visibility \*  
B) Targeting  
C) Positioning  
The pillar(s) of social media marketing:

*Mark only one oval.*

- ☐ Only A  
☐ Only A & C  
☐ ONLY A, B and C  
☐ Only B & A  
☐ Other: \_\_\_\_\_

14. 9. The Act launched to enhance Data Privacy : \*

*Mark only one oval.*

- ☐ Consumer Protection Act, 2019  
☐ Guidelines for Prevention of Misleading Advertisements  
☐ Consumer Protection (e-commerce) rules, 2020  
☐ Digital Personal Data Protection Act, 2023

15. 10. The "dark pattern" of Promising one thing but delivering something else is called: \*

*Mark only one oval.*

- ☐ Basket Sneaking  
☐ Bait and Switch  
☐ False urgency  
☐ None of the above

16. 11. What is the term for the practice of optimizing social media posts and profiles to appear in search engine results? \*

*Mark only one oval.*

- ☐ Search engine optimization
- ☐ Social media marketing
- ☐ Social media optimization
- ☐ Search engine marketing

17. 12. The ability to reevaluate existing content to improve and re-use it is called \*

*Mark only one oval.*

- ☐ Authority
- ☐ Action
- ☐ Acceleration
- ☐ Agility

18. 13. On social media “engagement” refers to : \*

*Mark only one oval.*

- ☐ Increased brand awareness
- ☐ Website Traffic
- ☐ The number of likes, shares and comments on a post
- ☐ The frequency of posting

19. 14. With User-generated content, Brand aim to show \*

*Mark only one oval.*

- ☐ Consistency
- ☐ Tranparency
- ☐ Sales
- ☐ Authenticity

20. 15. Trends have shifted from Traditional Advertising to Social media marketing because \*

*Mark only one oval.*

- ☐ SMM creates a community
- ☐ SMM paves way for personalized marketing
- ☐ SMM has wider outreach at a lesser cost
- ☐ All of the above

21. 16. Which of the following platforms is often used to target Gen-Z \*

*Mark only one oval.*

- ☐ Twitter
- ☐ Instagram
- ☐ LinkedIn
- ☐ Facebook

22. 17. Which of the following is NOT a myth about social media marketing \*

*Mark only one oval.*

- ☐ The results are not measurable
- ☐ Social media is not business specific
- ☐ There is no such thing as "Negative" on social media.
- ☐ Social media is completely free marketing.

23. 18. What is the term for the strategy of using social media to build customer relationships and loyalty over time? \*

*Mark only one oval.*

- ☐ Social CRM
- ☐ Social Engagement
- ☐ Branding
- ☐ Community building

24. 19. Majorly, Social media marketing includes \*

*Mark only one oval.*

- ☐ Selling products through social media
- ☐ Giving discounts to customers
- ☐ Advertising products/services on social media platforms
- ☐ Asking product ideas from social media users

25. 20. \_\_\_\_ is the name given to promotional methods that naturally explode through word of mouth and digital buzz. \*

*Mark only one oval.*

- ☐ Influencer Marketing
- ☐ Viral Marketing
- ☐ Content Marketing
- ☐ Social media marketing

26. 21. \_\_\_\_\_ is a way for companies to gather information using automated computer systems that sort through information to identify trends and patterns \*

*Mark only one oval.*

- ☐ Data Mining
- ☐ Data Breach
- ☐ Spamming
- ☐ Forced action

27. 22. Which platform is known for its character limit and real-time updates \*

*Mark only one oval.*

- ☐ Snapchat
- ☐ Quora
- ☐ Instagram
- ☐ Twitter

28. 23. To persuade consumers to adopt behaviors that are good for society as a whole is called \*

*Mark only one oval.*

- ☐ Green Marketing
- ☐ Viral Marketing
- ☐ Social Marketing
- ☐ Social media marketing

29. 24. Macro-Influencers have a following of \*

*Mark only one oval.*

- ☐ less than 10,000
- ☐ more than 1 Million
- ☐ about 1,000
- ☐ 100,000 - 1 Million

30. 25. 1) The relevant Followers

\*

2) Engagement Rate

3) Relevant Content

Which of these must be considered to make a successful influencer marketing?

*Mark only one oval.*

- ☐ ONLY 2
- ☐ ONLY 2 & 3
- ☐ ALL 1, 2, 3
- ☐ None of these are significant considerations

31. 26. User-generated content does not include \*

*Mark only one oval.*

- ☐ Customer reviews
- ☐ Customer Video Testimonials
- ☐ Customer stories on Social Media
- ☐ Influencer Marketing

32. 27. Which type of content garners most attention on Social media \*

*Mark only one oval.*

- ☐ Long Texts
- ☐ High quality images/reels
- ☐ Generic Articles
- ☐ Sales Pitch

33. 28. The strongest Marketing force is \*

*Mark only one oval.*

- ☐ Word-of-mouth
- ☐ Viral Marketing
- ☐ Celebrity Marketing
- ☐ User-generated content

34. 29. Spotify Wrapped is a classic example of \*

*Mark only one oval.*

- ☐ Personalized Marketing
- ☐ Behavioural Marketing
- ☐ None of these
- ☐ Both A & B

35. 30. Apple's #ShotoniPhone Campaign is \*

*Mark only one oval.*

- ☐ Traditional Marketing
- ☐ Influencer Marketing
- ☐ User-generated content
- ☐ none of these



36. 31. Community forum used by brands to engage in Q & A with customers \*

*Mark only one oval.*

- ☐ Reddit
- ☐ Instagram
- ☐ Facebook
- ☐ Youtube

37. 32. Small businesses, Local artisans, home-based businesses collaborate with \*

*Mark only one oval.*

- ☐ Micro- Influencers
- ☐ Nano-influencers
- ☐ Celebrities
- ☐ Mega-Influencers
- ☐ Option 5

38. 33. \_\_\_\_\_ refers to the current state and dynamics of digital technologies, online environments, and their associated cultural, social, and regulatory frameworks. \*

*Mark only one oval.*

- ☐ Digital Marketing
- ☐ Social media marketing
- ☐ Digital tools
- ☐ Digital Landscape

39. 34. Continuously monitor the performance of your digital tools and adjust strategies based on analytical insights and user feedback is called \*

*Mark only one oval.*

- ☐ STP
- ☐ Authenticity
- ☐ Consistency
- ☐ Ongoing Optimization

40. 35. Marketing in 3 words would be defined as \*

*Mark only one oval.*

- ☐ Increasing Sales significantly
- ☐ Enhancing Customer service
- ☐ Charging less prices
- ☐ Meeting Needs Profitably

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## SOCIAL MEDIA MARKETING





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## **SOCIAL MEDIA MARKETING**

**Course Instructor/ Resource Person-** Dr. Ruchi Singhal

### **Course Structure-**

| Course                 | Class        | No. of students            | Duration | Date   |
|------------------------|--------------|----------------------------|----------|--|
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| Social Media Marketing | Bcom (H) V E | 40 Registered<br>16 Passed | 30 hours | 1 <sup>st</sup> August, 2024- 22 <sup>nd</sup> November 2024 |

### **Course objective-**

1. To familiarize students with the concept of Social media Marketing
2. To Study various Trends in Social Media being used to run Successful campaigns
3. To Foster Deeper Understanding of Social Media Tools and create impactful ad-campaigns
4. To analyse the current dynamics and future trends of Social media marketing
5. To equip students to create and run impactful social media marketing campaign

### **Course outcome-**

After doing this course, the student will be able to know-



# Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

(Affiliated to Guru Gobind Singh Indraprastha University and Approved under Section 2(f) of UGC Act 1956)

Accredited by National Assessment and Accreditation Council (NAAC)

1. Students will understand the various aspects of social media being used for marketing (Influencer marketing, Facebook marketing, Twitter Marketing , Instagram Marketing).
2. Students will be able to evaluate and compare different social media marketing campaigns run by various firms.
3. Students will evaluate theoretical concepts to real-world marketing via social media.
4. Students will identify and utilize various tools such as social media etc.
5. Students will develop the awareness of current and emerging social media Tool and Techniques

## **Feedback (Assessment) of Value-Added Course:**

The Impact of the value-added course was assessed by feedback given by students.

Feedback of same is as under:

[Socia Media Marketing VAC- Feedback Form](#)

### **Assessment was done basis:**

1. **Presentation on Social media marketing strategies:** Students select brands of their choice and Present deep insights into the SOCIAL MEDIA MARKETING STRATEGIES used by them across various products/services. Presentations Highlighted the theoretical concepts being used in the Real-world.
2. **Case Study (Class Participation):** Case study on “Stanley Tumblers” was shown to students. Further each student shared their understanding, insight and future path to be taken by Stanley.
3. **Assessment Test:** As part of the Assessment, students were asked to answer 35 questions on social media Marketing via Google Forms. Concepts from theory as well as practical were covered to assess the overall understanding of the student. The students were given 45-50 minutes to answer the questions and scores were recorded



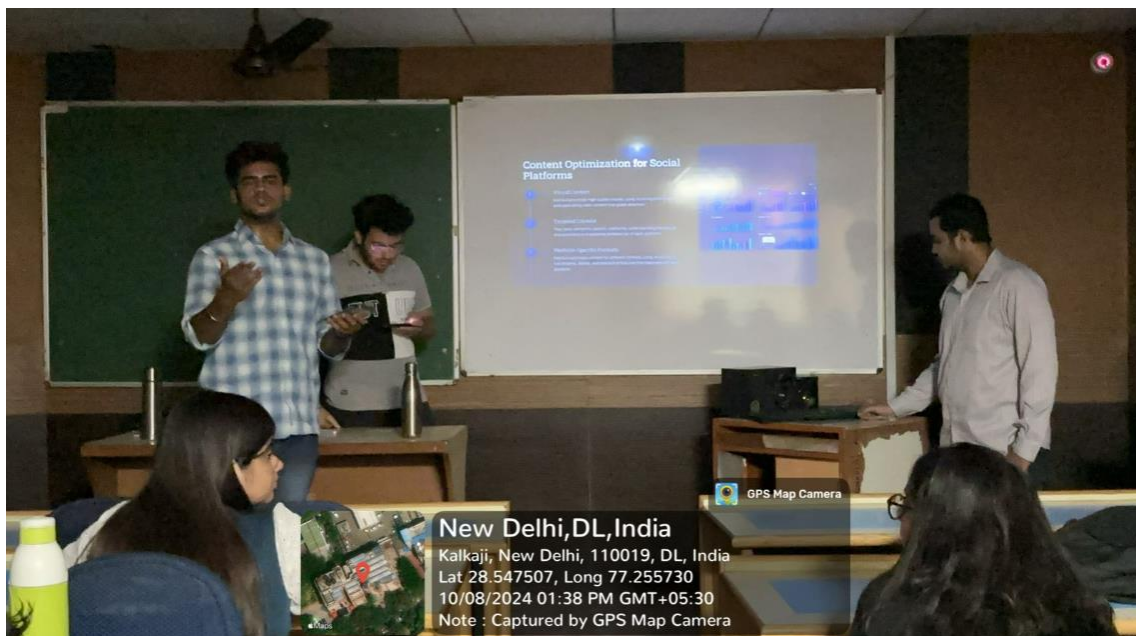
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- **Geotagged photos of Presentation on Social media marketing campaigns by Companies:**





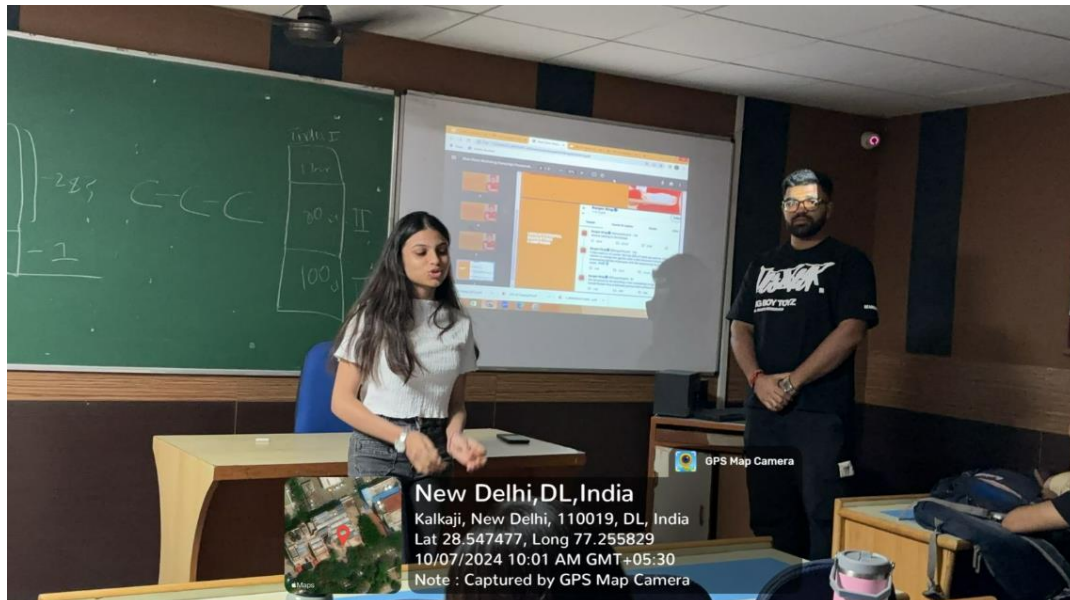


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## ● Assessment Test of SMM VAC:

Social Media Marketing VAC Test paper

Questions Responses 100 Settings Total points: 70

2. What does the acronym "UGC" stand for in social media marketing? \*

- ☐ Unique Graphic Content
- ☐ Unlimited Growth Conversion
- ☐ User-generated Content
- ☐ Unified Global Campaigns

4. SMM does not focus on \*

- ☐ Selling
- ☐ Engagement
- ☐ Visibility
- ☐ Positioning

4. Which social media platform is often used for professional networking, industry discussions, and thought leadership? \*

- ☐ LinkedIn
- ☐ Facebook
- ☐ Instagram

Social Media Marketing VAC Test paper

Questions Responses 100 Settings Total points: 70

20. \_\_\_\_ is the name given to promotional methods that naturally explode through word of mouth and digital buzz. \*

- ☐ Influencer Marketing
- ☐ Viral Marketing
- ☐ Content Marketing
- ☐ Social media marketing

21. \_\_\_\_ is a way for companies to gather information using automated computer systems that sort through information to identify trends and patterns. \*

- ☐ Data Mining
- ☐ Data Breach
- ☐ Spamming
- ☐ Forced action

22. Which platform is known for its character limit and real-time updates? \*

- ☐ Snapchat
- ☐ Quora



# Jagannath International Management School

Social Media Marketing VAC Test paper

Questions Responses 1/5 Settings Total points: 70

☐ Celebrity Marketing

☐ User-generated content

29. Spotify Wrapped is a classic example of \*

☐ Personalized Marketing

☐ Behavioural Marketing

☐ None of these

☐ Both A & B

30. Apple's #ShotoniPhone Campaign is \*

☐ Traditional Marketing

☐ Influencer Marketing

☐ User-generated content

☐ none of these

31. Community forum used by brands to engage in Q & A with customers \*

Social Media Marketing VAC Test paper

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# SOCIAL MEDIA MARKETING- VAC TEST PAPER

## Test for SMM VAC Evaluation

Points to be kept in mind:

- 1) There are 35 Questions and each question carries 2 marks. **Total Marks= 70**
- 2) All questions are required to be filled
- 3) ONLY the forms submitted within the duration of class will be considered valid
- 4) Submitted form will be cross verified with the attendance sheet

\* Indicates required question

---

1. Email \*

---

2. NAME \*

---

3. Enrollment Number \*

---

4. Email \*

---

5. Class of the student \*

*Mark only one oval.*

☐ BBA V Morning

☐ BBA V E

☐ BCOM VM

☐ BCOM V E

6. 1.What is the term for the practice of paying social media influencers to promote products or services to their followers? \*

*Mark only one oval.*

- ☐ Advertising
- ☐ engagement
- ☐ influencer marketing
- ☐ visibility

#### Untitled section

7. 2.What does the acronym “UGC” stand for in social media marketing? \*

*Mark only one oval.*

- ☐ Unique Graphic Content
- ☐ Unlimited Growth Conversion
- ☐ User-generated Content
- ☐ Unified Global Campaigns

8. 4. SMM does not focus on \*

*Mark only one oval.*

- ☐ Selling
- ☐ Engagement
- ☐ Visibility
- ☐ Positioning

9. 4. Which social media platform is often used for professional networking, industry discussions, and thought leadership? \*

*Mark only one oval.*

- ☐ LinkedIn
- ☐ Facebook
- ☐ Instagram
- ☐ Twitter

10. 5. Which of the following is NOT a common social media marketing objective? \*

*Mark only one oval.*

- ☐ Improve Website Traffic
- ☐ Build Stronger Customer relationship
- ☐ Powerful Brand Image
- ☐ Maximizing email subscriptions

11. 6. Strategic Social media marketing helps in: \*

*Mark only one oval.*

- ☐ Enhance Product visibility
- ☐ Brand awareness
- ☐ Both (a & b)
- ☐ None of the above

12. 7. What does “organic reach” refer to in social media marketing? \*

*Mark only one oval.*

- ☐ The total interactions on a post
- ☐ The number of unique users who see content without paid promotion
- ☐ The followers gained through ads
- ☐ The number of paid advertisements seen

13. 8. A) Visibility \*  
B) Targeting  
C) Positioning  
The pillar(s) of social media marketing:

*Mark only one oval.*

- ☐ Only A  
☐ Only A & C  
☐ ONLY A, B and C  
☐ Only B & A  
☐ Other: \_\_\_\_\_

14. 9. The Act launched to enhance Data Privacy : \*

*Mark only one oval.*

- ☐ Consumer Protection Act, 2019  
☐ Guidelines for Prevention of Misleading Advertisements  
☐ Consumer Protection (e-commerce) rules, 2020  
☐ Digital Personal Data Protection Act, 2023

15. 10. The "dark pattern" of Promising one thing but delivering something else is called: \*

*Mark only one oval.*

- ☐ Basket Sneaking  
☐ Bait and Switch  
☐ False urgency  
☐ None of the above

16. 11. What is the term for the practice of optimizing social media posts and profiles to appear in search engine results? \*

*Mark only one oval.*

- ☐ Search engine optimization
- ☐ Social media marketing
- ☐ Social media optimization
- ☐ Search engine marketing

17. 12. The ability to reevaluate existing content to improve and re-use it is called \*

*Mark only one oval.*

- ☐ Authority
- ☐ Action
- ☐ Acceleration
- ☐ Agility

18. 13. On social media “engagement” refers to : \*

*Mark only one oval.*

- ☐ Increased brand awareness
- ☐ Website Traffic
- ☐ The number of likes, shares and comments on a post
- ☐ The frequency of posting

19. 14. With User-generated content, Brand aim to show \*

*Mark only one oval.*

- ☐ Consistency
- ☐ Tranparency
- ☐ Sales
- ☐ Authenticity



20. 15. Trends have shifted from Traditional Advertising to Social media marketing because \*

*Mark only one oval.*

- ☐ SMM creates a community
- ☐ SMM paves way for personalized marketing
- ☐ SMM has wider outreach at a lesser cost
- ☐ All of the above

21. 16. Which of the following platforms is often used to target Gen-Z \*

*Mark only one oval.*

- ☐ Twitter
- ☐ Instagram
- ☐ LinkedIn
- ☐ Facebook

22. 17. Which of the following is NOT a myth about social media marketing \*

*Mark only one oval.*

- ☐ The results are not measurable
- ☐ Social media is not business specific
- ☐ There is no such thing as "Negative" on social media.
- ☐ Social media is completely free marketing.

23. 18. What is the term for the strategy of using social media to build customer relationships and loyalty over time? \*

*Mark only one oval.*

- ☐ Social CRM
- ☐ Social Engagement
- ☐ Branding
- ☐ Community building

24. 19. Majorly, Social media marketing includes \*

*Mark only one oval.*

- ☐ Selling products through social media
- ☐ Giving discounts to customers
- ☐ Advertising products/services on social media platforms
- ☐ Asking product ideas from social media users

25. 20. \_\_\_\_ is the name given to promotional methods that naturally explode through word of mouth and digital buzz. \*

*Mark only one oval.*

- ☐ Influencer Marketing
- ☐ Viral Marketing
- ☐ Content Marketing
- ☐ Social media marketing

26. 21. \_\_\_\_\_ is a way for companies to gather information using automated computer systems that sort through information to identify trends and patterns \*

*Mark only one oval.*

- ☐ Data Mining
- ☐ Data Breach
- ☐ Spamming
- ☐ Forced action

27. 22. Which platform is known for its character limit and real-time updates \*

*Mark only one oval.*

- ☐ Snapchat
- ☐ Quora
- ☐ Instagram
- ☐ Twitter

28. 23. To persuade consumers to adopt behaviors that are good for society as a whole is called \*

*Mark only one oval.*

- ☐ Green Marketing
- ☐ Viral Marketing
- ☐ Social Marketing
- ☐ Social media marketing

29. 24. Macro-Influencers have a following of \*

*Mark only one oval.*

- ☐ less than 10,000
- ☐ more than 1 Million
- ☐ about 1,000
- ☐ 100,000 - 1 Million

30. 25. 1) The relevant Followers

\*

2) Engagement Rate

3) Relevant Content

Which of these must be considered to make a successful influencer marketing?

*Mark only one oval.*

- ☐ ONLY 2
- ☐ ONLY 2 & 3
- ☐ ALL 1, 2, 3
- ☐ None of these are significant considerations

31. 26. User-generated content does not include \*

*Mark only one oval.*

- ☐ Customer reviews
- ☐ Customer Video Testimonials
- ☐ Customer stories on Social Media
- ☐ Influencer Marketing

32. 27. Which type of content garners most attention on Social media \*

*Mark only one oval.*

- ☐ Long Texts
- ☐ High quality images/reels
- ☐ Generic Articles
- ☐ Sales Pitch

33. 28. The strongest Marketing force is \*

*Mark only one oval.*

- ☐ Word-of-mouth
- ☐ Viral Marketing
- ☐ Celebrity Marketing
- ☐ User-generated content

34. 29. Spotify Wrapped is a classic example of \*

*Mark only one oval.*

- ☐ Personalized Marketing
- ☐ Behavioural Marketing
- ☐ None of these
- ☐ Both A & B

35. 30. Apple's #ShotoniPhone Campaign is \*

*Mark only one oval.*

- ☐ Traditional Marketing
- ☐ Influencer Marketing
- ☐ User-generated content
- ☐ none of these

36. 31. Community forum used by brands to engage in Q & A with customers \*

*Mark only one oval.*

- ☐ Reddit
- ☐ Instagram
- ☐ Facebook
- ☐ Youtube

37. 32. Small businesses, Local artisans, home-based businesses collaborate with \*

*Mark only one oval.*

- ☐ Micro- Influencers
- ☐ Nano-influencers
- ☐ Celebrities
- ☐ Mega-Influencers
- ☐ Option 5

38. 33. \_\_\_\_\_ refers to the current state and dynamics of digital technologies, online environments, and their associated cultural, social, and regulatory frameworks. \*

*Mark only one oval.*

- ☐ Digital Marketing
- ☐ Social media marketing
- ☐ Digital tools
- ☐ Digital Landscape

39. 34. Continuously monitor the performance of your digital tools and adjust strategies based on analytical insights and user feedback is called \*

*Mark only one oval.*

- ☐ STP
- ☐ Authenticity
- ☐ Consistency
- ☐ Ongoing Optimization

40. 35. Marketing in 3 words would be defined as \*

*Mark only one oval.*

- ☐ Increasing Sales significantly
- ☐ Enhancing Customer service
- ☐ Charging less prices
- ☐ Meeting Needs Profitably

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This content is neither created nor endorsed by Google.

Google Forms

