BERJAYA UNIVERSITY COLLEGE OF HOSPITALITY

BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures)   :

Student ID (in Words)   :

Subject Code & Name	: **BMK 2401 ADVANCED SOCIAL MEDIA STRATEGIES FOR PR**
Semester & Year	: September – December 2017
Lecturer/Examiner	: Saravanamalar Surarajah
Duration	: 3 Hours

INSTRUCTIONS TO CANDIDATES

1. **This question paper consists of 2 parts:**
    PART A (60 marks)   :   Answer all SIX (6) short answer questions Answers are to be written in the Answer Booklet provided.
    PART B (40 marks)   :   Answer all TWO (2) essay questions. Answers are to be written in the Answer Booklet provided.
2. **Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
3. **This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.**
4. **Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.**

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

Total Number of pages = 3 (Including the cover page)

PART A   **: SHORT ANSWER QUESTIONS (60 MARKS)**
INSTRUCTION(S)   **:** Answer all **SIX (6)** questions. Write your answers in the Answer Booklet(s) provided.

1. Describe social media and discuss **SIX (6)** characteristics of social media in PR industry. (10 marks)

2. Discuss the **FIVE (5)** main blogging rules with examples. (10 marks)

3. Differentiate between twitter and Instagram using these **FIVE (5)** criteria:
   i) Definition
   ii) Users
   iii) Age group
   iv) Customer engagement
   v) Reason for using in business

   (10 marks)

4. Discuss **FIVE (5)** advantages and disadvantages of LinkedIn for a business. (10 marks)

5. Describe **TEN (10)** online crimes as indicated by The International Convention of Cyber Crimes and the European Convention on Cyber Crimes. (10 marks)

6. Justify with **FIVE (5)** reasons how Facebook is used to boost a business. (10 marks)

END OF PART A

PART B   **: ESSAY QUESTIONS (40 MARKS)**
INSTRUCTION(S)   **:** Answer all **TWO (2)** questions. Write your answers in the Answer
                           Booklet(s) provided.

1. Assume you are working for ASTRO TutorTV. You are assigned to write an analysis report on use of social media among children below 12. Write your analysis on this topic justifying the advantages and disadvantages of using these media with valid reasons or examples.   (20 marks)

2. You are the multimedia designer in Keta.com. Keta.com is an online furniture mall that sells wooden furniture in Klang Valley. Plan a **FIVE (5)**-step strategy on how would you use social media to influence and promote your business online. Discuss your answer.   (20 marks)

END OF EXAM PAPER