

Student Name: _____

Class: _____

Student ID: _____

Date: {{DATE}}

Assessment Details

Duration: 45 minutes

Total Marks: 100

Topics Covered:

- Social Media Marketing Strategies
- MS Word for Marketing Materials
- Impact of Social Media on Business

Instructions to Students:

1. Read all questions carefully before attempting.
2. Show all working out - marks are awarded for method.
3. MS Word is permitted for creating marketing materials.
4. Write your answers in the spaces provided.
5. If you need more space, use the additional pages at the end.
6. Time management is crucial - allocate approximately 1 minute per mark.

Section A: Multiple Choice Questions [20 marks]

Question 1

[2 marks]

What is the primary purpose of using social media in marketing strategies?

A) To increase website traffic

B) To build brand awareness

C) To generate leads

D) To drive sales

Question 2

[2 marks]

Which of the following social media platforms is most effective for B2B marketing?

A) Facebook

B) Twitter

C) LinkedIn

D) Instagram

Question 3

[2 marks]

What is the key benefit of using MS Word to create marketing materials?

A) Cost-effectiveness

B) Ease of use

C) Professional appearance

D) All of the above

Question 4

[10 marks]

Describe the role of social media in marketing strategies.

Question 5

[10 marks]

Explain how to create a social media marketing plan using MS Word templates and tools.

Question 6

[10 marks]

Analyze the impact of social media on business, providing examples of both positive and negative effects.

Question 7

[40 marks]

Create a social media marketing plan for a new product launch using MS Word templates and tools. The plan should include:

- A brief description of the product and target audience [10 marks]
- A social media strategy, including platform selection and content creation [15 marks]
- A budget allocation plan [10 marks]
- A timeline for implementation and evaluation [15 marks]



Multiple Choice Questions:

1. b) To build brand awareness
2. c) LinkedIn
3. d) All of the above

Short Answer Questions:

4. The role of social media in marketing strategies is to build brand awareness, engage with customers, and drive website traffic. [10 marks]

5. To create a social media marketing plan using MS Word templates and tools, students should:

- Define the target audience and marketing objectives
- Select relevant social media platforms
- Create a content calendar
- Allocate a budget
- Establish metrics for evaluation

[10 marks]

6. The impact of social media on business can be both positive and negative. Positive effects include increased brand awareness, improved customer engagement, and enhanced customer service. Negative effects include the potential for negative reviews, decreased attention span, and increased competition. [10 marks]

Brief description of the product and target audience [10 marks]:

- Clear and concise description of the product and target audience
- Relevant demographics and psychographics

Social media strategy [15 marks]:

- Selection of relevant social media platforms
- Content creation plan, including type and frequency of posts
- Engagement strategy, including response to comments and messages

Budget allocation plan [10 marks]:

- Realistic budget allocation for social media advertising and content creation
- Justification for budget allocation

Timeline for implementation and evaluation [15 marks]:

- Clear and realistic timeline for implementation
- Metrics for evaluation, including engagement rates and website traffic

Time allocation: 45 minutes

Administration tips:

- Ensure students have access to MS Word and social media platforms
- Provide clear instructions and examples
- Encourage students to ask questions and seek clarification

Differentiation Options

For students with learning difficulties:

- Provide extra time to complete the assessment
- Offer one-on-one support and guidance
- Modify the project-based question to include more structure and guidance

For English language learners:

- Provide a glossary of key terms and definitions
- Offer additional support and guidance on language usage
- Modify the short answer questions to include more visual aids and examples

For gifted and talented students:

- Provide additional challenges and extensions, such as creating a social media campaign for a real-world business
- Encourage students to research and analyze more complex social media marketing strategies
- Offer opportunities for students to create their own social media marketing plan and present it to the class

Bloom's Taxonomy Alignment

Remembering: Multiple choice questions and short answer questions

Understanding: Short answers and question project-based question

Applying: Project-based question

Analyzing: Short answer questions and project-based question

Evaluating: Project-based question

Creating: Project-based question

Students will be able to:

- Understand the role of social media in marketing strategies
- Apply MS Word to create marketing materials
- Analyze the impact of social media on business
- Evaluate the effectiveness of social media campaigns
- Create a social media marketing plan using MS Word templates and tools