

Answer the following questions:

Q: 1: Short Questions (15)

- I. Describe some signs that usually signify problems for a brand's social media presence.
- II. How would you turn customers into ambassadors for a brand?
- III. Describe the method of developing social media guidelines for a brand.

Q: 2: Discuss the various ways of dealing with negative feedback. (7)

Q: 3: Describe the four important elements of a successful social media message. (8)