

Social Media Manager

Sample Paper

Training Provider		Training Center	
Center SPOC		Batch Id	
Center SPOC Contact No		Assessment date	
Candidate Name		Trainer Name	
Candidate Contact No		Trainer Contact No	
Candidate Signature		Trainer Signature	

Q1. What is the first step in developing a social media strategy?

- a) Creating advertisements
- b) Defining objectives and goals
- c) Hiring a team
- d) Preparing reports

Q2. Which factor is most important when identifying a target audience?

- a) Office location
- b) Competitor salary structure
- c) Demographics and interests
- d) Employee attendance

Q3. A social media content calendar is primarily used to:

- a) Track employee attendance
- b) Schedule and organize content postings
- c) Calculate profits
- d) Conduct interviews

Q4. Which metric indicates audience engagement on social media?

- a) Electricity bill
- b) Number of likes, comments, and shares
- c) Office rent
- d) Employee turnover

Q5. While planning a social media strategy, competitor analysis helps to:

- a) Increase office space
- b) Understand market trends and opportunities
- c) Reduce employee strength
- d) Prepare payroll

Q6. What is a KPI in social media management?

- a) Key Performance Indicator
- b) Knowledge Processing Index
- c) Key Planning Information
- d) Knowledge Performance Input



Q7. Which of the following is part of social media budgeting?

- a) Content creation cost
- b) Building maintenance cost
- c) Transport fare only
- d) Office furniture only

Q8. A budget variance occurs when:

- a) Actual expenses differ from planned expenses
- b) Sales increase
- c) Employees resign
- d) Content is posted on time

Q9. What is the primary purpose of an MIS report?

- a) Entertainment
- b) Decision-making through organized information
- c) Recruitment
- d) Product manufacturing

Q10. Which tool is commonly used to analyze social media performance?

- a) Social media analytics dashboard
- b) Calculator only
- c) Word processor only
- d) Scanner

Q11. Which report shows the effectiveness of a social media campaign?

- a) Attendance report
- b) Analytical report
- c) Purchase order
- d) Salary slip

Q12. What should a Social Media Manager do before publishing a post?

- a) Ignore spelling mistakes
- b) Review content for accuracy, grammar, and brand guidelines
- c) Delete all previous posts
- d) Turn off the internet

Q13. Conflict within a team should be managed through:

- a) Ignoring the issue
- b) Effective communication and resolution
- c) Terminating employees immediately
- d) Delaying projects

Q14. Which leadership style encourages team participation in decision-making?

- a) Autocratic
- b) Democratic
- c) Laissez-faire
- d) Passive

Q15. What is the purpose of using hashtags (#)?

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| a) To increase content discoverability | b) To reduce internet speed |
| c) To edit images | d) To create passwords |

Q16. Which soft skill is essential for handling online customer interactions?

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| a) Patience and professionalism | b) Aggressive behavior |
| c) Negligence | d) Poor communication |

Q17. Which content format is commonly used on social media?

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| a) Images, videos, and text posts | b) Only PDF files |
| c) Only spreadsheets | d) Only presentations |

Q18. Which document helps track social media budget utilization?

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| a) Expense statement | b) Leave application |
| c) Identity card | d) Attendance register |

Q19. Which social media objective focuses on increasing visibility of a brand?

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| a) Brand awareness | b) Cost reduction |
| c) Recruitment | d) Inventory control |

Q20. Regular review of social media analytics helps in:

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| a) Improving future strategies | b) Reducing internet speed |
| c) Increasing office rent | d) Decreasing employee morale |