



Name:
Enrolment No:

UPES

End Semester Examination, December 2023

Course: Social Media Marketing
Program: BBA(DB), B.Com
Course Code: MKTG 2008

Semester: III
Time : 03 hrs.
Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Statement of question		CO1
A]	Which platform is known for its character limit in posts? a) Facebook b) Instagram c) Twitter d) LinkedIn	2 Marks	CO1
B]	What is the primary purpose of using hashtags in social media marketing? a) To increase post visibility b) To limit character count c) To add humor to posts d) To restrict post reach	2 Marks	CO1
C]	Which metric measures the percentage of people who take a desired action after viewing a social media post? a) Click-through rate (CTR) b) Conversion rate c) Engagement rate d) Impressions	2 Marks	CO1
D]	Which type of content typically disappears after 24 hours on most platforms? a) Live videos b) Stories c) IGTV d) Reels	2 Marks	CO1
E]	What is the primary function of A/B testing in social media marketing? a) Comparing two different ad campaigns b) Analyzing competitor strategies c) Managing content scheduling d) Creating viral content	2 Marks	CO1

F]	Which social media platform is best suited for professional networking and B2B marketing? a) Instagram b) Snapchat c) LinkedIn d) TikTok	2 Marks	CO1
G]	Which term refers to the process of gaining traffic or attention through social media sites? a) Social networking b) Social listening c) Social media optimization d) Social media engagement	2 Marks	CO1
H]	Which factor is crucial for determining the best time to post on social media? a) The number of competitors posting at the same time b) The platform's algorithm c) Audience demographics and behaviors d) The day of the week	2 Marks	CO1
I]	Which metric measures the number of times a post or ad is displayed, regardless of whether it's clicked or not? a) Click-through rate (CTR) b) Reach c) Impressions d) Engagement rate	2 Marks	CO1
J]	What is the primary purpose of social media analytics in marketing? a) To determine the best time for a vacation b) To assess the performance of social media campaigns c) To showcase the number of friends one has d) To schedule social gatherings	2 Marks	CO1
SECTION B 4Qx5M= 20 Marks			
	Statement of the question		
Q. 2	Explain the stages of Social Media Marketing Maturity?	5 Marks	CO2
Q. 3	Describe the process of how innovations spread and are adopted within a community or market through the theory of Diffusion of Innovation?	5 Marks	CO2
Q. 4	Elucidate the significance of social media metrics and their role in understanding and evaluating the performance of social media strategies.	5 Marks	CO2
Q. 5	Explain Holistic Honeycomb structure and Dandelion Organizational structure from the context of social media marketing?	5 Marks	CO2
SECTION-C 3Qx10M=30 Marks			

Q.6	Suppose you are leading a startup that plans to expand its market presence internationally through social media. How would you approach designing a organizational structure and social media strategy that caters to different cultural preferences and consumer behaviors in various target regions, ensuring an effective global outreach while respecting local nuances?	10 Marks	CO3
Q.7	Imagine you are an advisor to a social media consultancy firm. One of your clients, a fashion brand, is encountering a decline in engagement on traditional social platforms among the younger demographic. This audience segment has migrated to smaller, specialized interest communities and emerging social platforms. How would you advise the brand to adapt its social media strategy to effectively engage with this audience while considering the cultural shifts in their online behavior?	10 Marks	CO3
Q.8	Suppose you're a social media manager for a software company offering a range of products, from enterprise solutions to individual productivity tools. After analyzing the technographic profiles of your target audience, you discover two distinct user segments. One segment comprises tech enthusiasts who are early adopters and highly engaged on social media platforms. The other segment consists of professionals who are more cautious about technology adoption and are less active on social media. How would you structure your social media marketing approach to effectively reach and engage both of these diverse technographic profiles? <i>Or</i> Imagine you're appointed to revamp the social media marketing structure for a multinational corporation. The company operates in various regions, each with distinct consumer behaviors and cultural nuances. How would you decide on an organizational structure that accommodates these regional differences while ensuring a cohesive global social media strategy?	10 Marks	CO3
SECTION-D 2Qx15M= 30 Marks			
A]	You are a four-star boutique hotel located in a suburb of Delhi. Your main target market is couples (aged 30 to 45) and small weddings (up to 70 guests). Weddings are a new venture for your business. Using the business above: Set up your social media goals under the following categories: - Customer service goals - Product goals - Communication goals - Marketing goals	15 Marks	CO4
B]	Sarah is a market researcher for a pharmaceutical company. The company is launching a new medication and needs to gather information about public sentiment, competitor activities, and potential side effects related to similar drugs in the market. She is considering using Twitter for research.	15 Marks	CO4

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| | <p>i) How can Sarah leverage Twitter for market research in the pharmaceutical industry to gain insights into public sentiment and competitor activities?</p> <p>ii) What ethical considerations should Sarah keep in mind when using Twitter for pharmaceutical market research, especially when dealing with sensitive health-related information?</p> <p style="text-align: center;"><i>Or</i></p> <p>Emma is the marketing director of a well-established fashion brand that primarily sells its products online. She wants to improve the brand's online presence and engage more effectively with the target audience. Emma believes that Twitter can play a pivotal role in achieving these goals.</p> <p>i) How can Emma utilize Twitter as a marketing tool to enhance her fashion brand's online presence and connect with her target audience effectively?</p> <p>ii) What strategies can Emma implement to increase follower engagement, drive website traffic, and ultimately boost sales through Twitter?</p> | | |
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