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**UNIVERSITY OF PETROLEUM
AND ENERGY STUDIES**



End Semester Examination, May 2018

Program: BBA-DM
Subject (Course): SOCIAL MEDIA MARKETING
Course Code: BBDM103
No. of page/: 4

Semester : IV
Max. Marks : 100
Duration : 3 HRS

Instructions: This question paper consists of four sections viz. A, B, C and D respectively. Section A & D is compulsory. Attempt **any four** questions from section B and **any three** questions from section C. **The intended marks for questions or parts**

Section A (2*10=20)

Attempt all questions from this section

1) Which of the following encompasses the three tiers of strategic planning, from beginning to end?

- A) Product level, promotion level, and distribution areas.
- B) Business level, functional areas, and corporate level.
- C) Promotion level, distribution areas, and product level.
- D) Corporate level, business level, and functional areas.

2) The trial phase of the social media marketing maturity life cycle is exemplified by which of the following?

- A) Experimenting with cool new social media ways to communicate.
- B) Planning social media marketing activities with clear objectives and metrics.
- C) Integrating social media as a key component of the organization's overall marketing plan.
- D) Thinking about social media activities in a more systematic way.

3) Which of the following questions should be answered by 'A competitive social media analysis'?

- A) In which social media channels and specific vehicles are competitors active?
- B) How do competitors present themselves in those channels and vehicles?
- C) Who are competitors' fans and followers?
- D) How do fans and followers respond to the competitor brand's social activity?
- E) All of the above

4) Which of the following are mobile apps provided by brands to help consumers take care of their lives' requirements more efficiently?

- A) Search engines.
- B) Digital collaborators.
- C) Lifestream aggregators.

D) Brand butlers.

5) What type of segmentation is used when companies market to consumers who want to have meaningful relationships with brands they use frequently?

- A) Geographic.
- B) Demographic.
- C) Psychographic.
- D) Benefit.
- E) Behavioral.

6) The shift in culture to first seeking digital channels for communication, information and entertainment is also known as which of the following?

- A) Contact Immediacy.
- B) Lifestreaming.
- C) Digital Mobility.
- D) Handle Squatting.
- E) Digital Primacy.

7) Digital technology has always existed for which group of people?

- A) Digital immigrants.
- B) Digital natives.
- C) Desktop veterans.
- D) Drifting surfers.
- E) Lifestream aggregators.

8) Assessments with detailed comments about the object in question to the general public are referred to as which of the following?

- A) Ratings.
- B) Reviews.
- C) Recommendations.
- D) Referrals.
- E) Feeds.

9) Which of the following is not included in the social entertainment zone?

- A) Social music.
- B) Social television and film.
- C) Social games.
- D) Social storefronts.
- E) Alternate reality games.

10) Which of the following terms refers to how individuals, acting as editors, determine what material is disseminated throughout the community as well as the value ratings associated with the material?

- A) Media democratization.
- B) Three-way linking.
- C) Urban legends.

- D) Search engine optimization.
- E) Sockpuppeting.

Section B (5*4=20 Marks)

*Attempt **any four** questions from this section*

1. What are the supporting components of the Social Media Value Chain?
2. What do you mean by crowdsourcing? Explain briefly its utility in digital marketing.
3. How can brands use social media to develop earned media value?
4. What are the aspects of social identity? How do individuals build their social identities?
5. What are the benefits that accrue to businesses implementing social shopping applications?

Section C (10*3=30 Marks)

*Attempt **any three** questions from this section*

1. Explain consumer decision-making process. Which stage of the decision-making process is most affected by the dimensions of social commerce? Explain.
2. What is the role of social publishing in social media marketing? How do social media marketers utilize search engine optimization and social media optimization to meet marketing objectives?
3. How can social media marketers use social entertainment to meet branding objectives? What are the types of social entertainment? Why is social entertainment an effective approach for engaging target audiences?
4. Describe the seven types of people characterized by the social technographics ladder. Which of the types is the most important to marketers using social media marketing? Why do you say so?

Section D (15*2=30 Marks)

OLD SPICE

Old Spice is a rather 'old' brand of male grooming products currently manufactured by Procter & Gamble, who acquired the brand in 1990 from Shulton. In February 2010, there was a campaign that gave the brand a major boost. The campaign starred 'The Most Interesting Man in the World 2.0', Isaiah Mustafa, and focused on the theme 'The Man Your Man Could Smell Like'. To date, the original advertisement has attracted 19 million viewings across all platforms.

However, the real explosion came when the company started to make personalized videos for fans, random viewers and prominent bloggers alike in which the Old Spice Man had a personal message

for the receiver. It became the most popular viral campaign of 2011. In Netherlands, for instance, it was only a matter of days before the 180 personalized videos that were made had been viewed more than 6 million times (in a population of 16 million!) Some 22,500 people commented on it.

Iain Tait of the agency RWW, said about this campaign: ‘We just brought a character to life using the social channels we all [social media geeks] use every day. But we’ve also taken a character people loved and created new episodic content in real time.’ Let’s face it, most viral videos are shocking, disturbing and mock their subject. There’s none of that here. Instead of trying to trick people into sharing content by creating something shocking or over-the-top or coasting along on an established viral theme and attaching a product to it, Old Spice first created a character that people – shock, horror – liked! They then went on to create an immersive experience of which people wanted to be a part.

Source: Ehrlich (2010).

Questions

1-Do you feel that offering personalized content delivers customer delight? If yes, then explain how Old Spice delighted their customers via personalization. Also, explain the possible threats if any, Old Spice may have due to personalization in future.

2-How did Old Spice used the concept of viral marketing via social media. Explain in detail how social media could be utilized to create buzz in the social world? What are the possible threats of viral marketing via social media platforms.