Name:
Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2020

Program: B. Tech. – CSE + ECOM   Semester: VIII
Course : Web Social Analytics   Time 03 hrs.
Course Code: CSIB 477   Max. Marks: 100
Instructions: Attempt all questions, however internal choice is mentioned.

SECTION A

S. No.		Marks
Q 1	Which of the following is the most viral section of the internet? a) Chat Messenger b) Social networking sites c) Tutorial sites d) Chat-rooms	5
Q 2	Which of the following is not an appropriate measure for securing social networking accounts? a) Strong passwords b) Link your account with a phone number c) Never write your password anywhere d) Always maintain a soft copy of all your passwords in your PC	5
Q 3	_____ is a popular tool to block social-media websites to track your browsing activities. a) Fader b) Blur c) Social-Media Blocker d) Ad-blocker	5
Q 4	Increase your security for social media account by always _____ as you step away from the system. a) signing in b) logging out c) signing up d) logging in	5

Q 5	Why is it important to have a company blog hosted on the company web domain versus a third party blogging site?
	    A. Required by law
	    B. Search engine rankings will include hits on the blog as part of the overall website hits
	    C. Requires less effort to maintain
	    D. Cannot be hacked easily
		5

Q 6	Many social media sites and services provide _____ for legitimate account verification. a) Retina scanning b) Fingerprint scanning	5

	c) CAPTCHA d) 2-step verification	
SECTION B		
Q 7	Discuss the impact, importance and benefit of social media. Could facebook be a source of personal culture? Is the information about users on Facebook a source of data for companies, potential contractors?	**10**
Q 8	Discuss the Google Analytics process and explain the basic elements of google analytics.	**10**
Q 9	How should risk management and information security systems be improved on social media portals?	**10**
Q 10	Write a short note on 1. Open Web Analytics (OWA) 2. Crazy EGGs	**10**
Q 11	Explain the impact of social media in modern business. **OR** Does the development of social media portals affect educational processes in schools and universities? Explain.	**10**
Q 12	Read the context carefully and answer the following: Honda Cars India is one of the pioneers in the automotive industry in India, with a 70-year legacy in engineering and technology. In India, compact sedans and eSUVs are on the rise. To successfully dominate both segments, the auto brand hired Interactive Avenues, one of the first full-service digital agencies in the country. The agency used the Facebook family of apps to raise awareness and drive consideration for both the Honda Amaze and Honda WR-V. In the automotive category, the customer journey is a long process that involves extensive research before people take action. With this understanding, Honda Cars India adopted a "full-funnel" strategy, which consisted of running two campaigns on Facebook. The first campaign had an awareness objective and was aimed at promoting discovery. The second had a conversion objective to encourage purchases. Together with its marketing agency, Interactive Avenues, Honda Cars India looked to Facebook for the customer insights and quality leads that would effectively drive discovery and sales for the Honda Amaze and Honda WR-V. With emographic and location targeting, Honda Cars India reached people in specific regions and cities in India. The brand used reach and frequency buying to connect with its audiences often enough to have an impact. It used a storytelling strategy to arrange the ad sequence, and selected automatic placements to run the campaign across	**20**

Facebook family of apps to reach more people. The brand ran attractive photo and video ads in a carousel format, which featured the cars' key highlights to grab people's attention and deliver impactful messaging. Interested customers could click through to learn more about the car models on the Honda Cars India website.

Honda Cars India used information from the Facebook pixel on its website to create Custom Audiences of people who: completed a lead form but were not verified leads, were verified leads who did not take a test drive, took a test drive but did not purchase. The brand customized ads for each group to reach them again and entice them to take action. The brand also determined the level of purchase intent from the video view duration and served ads showing car features to those with low intent, ads featuring car reviews to people of medium intent, and ads highlighting introductory offers to those with high intent. It also created lookalike audiences based on the Custom Audiences to reach more potential customers. Honda Cars India served its ads in different languages (English, Hindi and Tamil) to people in different regions of India. By engaging its regional audiences in their native languages, the brand enhanced ad recall and drove higher brand association. The brand also collaborated with the Facebook team to transform its existing photo assets into mobile -optimized videos. The videos were short, edited for sound -off viewing and framed for mobile phones. Using Facebook's easy –to -use Create to Convert framework, Honda Cars India also added lightweight motion to the photos and turned them into videos with a clear call to action at the end to encourage conversion.

Now Answer the following:

a. "Do you think it is wise step to launch the campaign on social media": Justify the statement.

b. Explain various pros and cons of campaign use by Honda.

c. Design a social media campaign for Honda in any another social media.

d. Explain the various obstacles will be faced during the designing of this campaign.

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