

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**  
**End Semester Examination – May 2021**

**Program: BBA- Digital Marketing**  
**Subject/Course: Social Media Marketing**  
**Course Code: MKTG 2008**

**Semester: IV**  
**Max. Marks: 100**  
**Duration: 3 Hours**

**Instructions:**

1. The student must write his/her name and enrolment no. in the space designated above.
2. Section A: **Type the Answer** question type. Students while answering will be shown a **text box** to type their answers
3. Section B & C: **Scan and Upload** question type. students are expected to write on a **plain white A4 answer sheets** and upload the snapshot of the answer
4. **STUDENTS ARE REQUIRED TO MENTION THEIR NAME, ROLL NO & PROGRAM ON EACH SHEET**
5. Students are expected to **mention correct question numbers** while answering them on Plain white A4 Answer She

**SECTION A**

1. Each Question will carry 5 Marks
2. Instruction: Complete the statement / True or False.

S.No	Question	CO
Q 1.	_____ means to be able to grow and expand capacity as needed without negatively (or at least minimally) affecting the contributing margin of the business. a) Scalability b) Informational/rational Appeal c) Perpetual Beta d) Feature Appeal e) Social Software f) B & C	CO1
Q 2.	Companies need to develop, adopt, and publicize a social media policy among employees. A _____ is an organizational document that explains the rules and procedure for social media activity for the organization and its employees. a) Care lines b) WOMMA Policy c) Social Media Policy d) Digital Marketing Policy e) All of the above f) None of the above	CO1
Q 3.	_____ theory presents characteristics of innovative products that explain the rate at which people are likely to adopt these new options. a) Honeycomb model	CO1

	b) Diffusion of innovation c) Shannon & Weaver communication theory d) Needle theory e) Both A & B	
Q 4.	_____ refutes some accepted belief. Challenging the belief incites people to read the content if only to argue the point. a) The resource Hook b) The contrary Hook c) Share tools d) Microblogs e) None of the above f) All of the above	CO1
Q 5.	How often should a marketing plan be revisited? a) Never, once written it is complete b) As often as needed in order to revisit the plan of action and revise any new actions c) At company board meetings d) During the financial review of the company each month	CO1
Q 6.	_____ are those where the advertisement extends all the way to the end of the page, with no margin of white space around the ad. A. Readership B. Creative Flexibility C. Gatefolds D. Bleed Pages E. None of the above	CO1
<b>SECTION B</b>  <b>1. Each question will carry 10 marks</b> <b>2. Instruction: Write short / brief notes</b>		
Q7.	Identify a student organization that uses social media to promote its activities and membership opportunities. Briefly review the social media zones in use by the organization and define three SMART objectives for the organization's use of social media.	CO2
Q8.	Write short notes on: a) Social Media Research b) Social proof <i>Or</i> Social music	CO2
Q9.	What are different psychological factors, which influence social shopping?	CO3
Q10.	How can social publishing, along with SEO and SMO, help to meet marketing objectives?	CO3
Q11.	How can social media marketers use social entertainment to meet branding objectives? Why is social entertainment an effective approach for engaging target audience?	CO3

## SECTION C

1. This section carries 20 Marks.

2. Instruction: Write long answer.

### Case Study

Kern is a precision scales manufacturer, founded in 1844 in Southern Germany. Despite that long history, audience analysis verified that low brand recognition existed for their primary product. Furthermore, the product was a commodity with very little recognition regarding quality, reliability, or precision. As for social media? Well, no significant discussions were occurring on social media, despite a key unique selling proposition of ‘calibrating scales for local gravity’. Kern partnered with Ogilvy PR/London and OgilvyOne and made magic.

Kern’s goals included brand building, differentiation, market share growth in the science & education sectors. Specifically, Kern sought to:

1. Drive sales of scales to the education and science sectors by enhancing Kern’s brand visibility and preference amongst these key market.
2. Generate conversations internationally around gravity’s influence on weight measurement- explaining the importance of Kern’s USP= calibration scales for local gravity.
3. Raise awareness of Kern’s reputation for accuracy within and beyond its existing customer base.

The brand needed a social media strategy consistent with its brand positioning. How is the brand positioned? Kern is a family owned company, founded in 1844. Its websites touts continuity and consistency as its key attributes. The philosophy states:

Consultation, sales and service from one source is efficient and reasonably priced. The key target audience is the millions of educational and scientific labs all over the world that use measurement equipment in experiments. This included high schools and universities in every corner of the globe as well as tens of thousands of companies that use this equipment.

What did Kern do? It incorporated the support of influencers. It sends kits to invited scientists and existing Kern’s customers, and then asked them to send the kits on to colleagues. This created a built-in third-party endorsement from every person who participated in the experiment.

Ogilvy PR/London created a garden Gnome called Kern. Gnomes are famous for their love of travelling and this tied into the central idea for the campaign- verifying gravity’s influence on weight. Gnomes are also from the same area of Germany where the company is located. By developing a blog and website, they were able to engage consumers and create a personality for the gnome- scientifically irreverent.

The Gnome experiment were feature on Kern’s website, on a microsite just for the experiment and in paid media. On website, visitors were told about how the earth gravity varies depending on where we are in the world so the gnome will weigh slightly more or less, and that only Kern’s scales are sophisticated enough to correct for this

CO4

difference. Visitors are invited to use the Kern's scale to weigh the gnome where they are and they entered the data to the website and upload a video to the company's You Tube channel. Sending the travel kit on to the next participant added to the interactivity of the campaign. Switzerland, South Africa, United Kingdom and United States were some of the key countries targeted when sending out Gnome kits to scientist in an attempt to spark local conversation but in a global way. The campaign truly engaged people.

Before the gnome experiment, the only social media channel was used by Kern was community, with company Facebook page and Twitter feed. For the campaign, Kern developed a blog and website, to engage the target audience. Social media news releases were sent to international media directing everyone to the company's website as well. Community was also used with Facebook and You Tube.

how did Kern perform. Within two days of the campaign launch, 355 million people visited the website and requested the travel kit so they could weigh the Gnome. After one month, it become a Top News Story with 16,386 websites linking to company's website. It paid off in terms of Search Engine Optimization! The campaign pushes Kern from page 12 on Google search to page 1. And sales increased 21%. Return on investment was measured at 1,042%.

Q12. Was the campaign targeted well? Did it anticipate the likely motives and behaviors of the target audience? What else could Kern do?

**OR**

How did Kern utilize the four zones of social media marketing? How did Kern create an experience worthy of participation and sharing?