UPES
Supplementary Examination, December 2023

Course: Social Media Marketing   Semester: III
Program: BBA (B.Com. B&I)   Time : 03 hrs.
Course Code: MKTG2008   Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. N..		Marks	CO
Q 1	Statement of question		
A]	How does Social Entertainment contribute to digital marketing? a) Optimizing emails for better open rates b) Engaging audiences through entertaining content on social platforms c) Sending advertisements through SMS d) Improving search engine visibility	**2 Marks**	**CO1**
B]	What is the term used for paid advertisements on social media platforms? a) Shared posts b) Sponsored content c) Organic reach d) Influencer marketing	**2 Marks**	**CO1**
C]	How does Word of Mouth contribute to digital marketing efforts? a) Through optimizing websites for search engines b) By generating positive recommendations from individuals c) Sending promotional emails d) Engaging audiences through social media content	**2 Marks**	**CO1**
D]	Which metric measures the number of times users interact with a social media post? a) Impressions b) Click-through rate (CTR) c) Engagement d) Conversion rate	**2 Marks**	**CO1**
E]	What is the character limit for a tweet on Twitter? a) 140 b) 280 c) 320 d) 200	**2 Marks**	**CO1**
F]	Which social media platform is best suited for sharing visually appealing images and short videos?	**2 Marks**	**CO1**

	a) LinkedIn b) Pinterest c) Twitter d) TikTok		
G]	What feature allows Instagram users to categorize content by a specific theme or topic? a) Stories b) Reels c) Hashtags d) Highlights	**2 Marks**	**CO1**
H]	What is the term for the action of an individual promoting a product or service to their social media followers? a) Content marketing b) Native advertising c) User-generated content d) Influencer marketing	**2 Marks**	**CO1**
I]	What metric measures the percentage of people who stop following an account or unsubscribe from an email list? a) Churn rate b) Conversion rate c) Bounce rate d) Click-through rate (CTR)	**2 Marks**	**CO1**
J]	Which of the following is an example of user-generated content? a) An advertisement created by a company b) A post shared by an influencer c) Content generated and shared by consumers or followers d) Sponsored content by a brand	**2 Marks**	**CO1**
SECTION B **4Qx5M= 20 Marks**			
Q 2	When should a researcher use content analysis versus sentiment analysis? Explain with examples.	**5 Marks**	**CO2**
Q 3	How can entertainment brands leverage social TV?	**5 Marks**	**CO2**

Q 4	Write short notes on:
	    a) Virtual Currency
	    b) Display advertising
		5 Marks	**CO2**

Q 5	How did ideas travel in a community? What role do opinion leaders play?	**5 Marks**	**CO2**

	SECTION-C		
	3Qx10M=30 Marks		
Q.6	Explain the concept of purchase pals. Do you pull your offline and online purchase pals from the same pool of friends and family, or they different somehow? Justify answer with suitable examples.	**10 Marks**	**CO3**
Q.7	As you go about your social media life, it's important to consider your privacy settings. What are your perceived benefits and concerns about sharing data? How much of your personal data are you sharing and why?	**10 Marks**	**CO3**
Q.8	Suppose you are a marketing analyst for a new software startup. After conducting a social technographics analysis, you discover that your target audience consists of varying social technographic profiles. One segment is highly active on social media, frequently sharing and discussing tech-related content, while another group prefers to consume content without actively participating. A third segment engages primarily in peer-to-peer technical support forums. How might you design a marketing strategy that effectively caters to these diverse social technographic profiles? What specific approaches or content types would you use to engage each segment while promoting the software startup's products or services?	**10 Marks**	**CO3**
	SECTION-D **2Qx15M= 30 Marks**		
	Case Study **A startup seeks to solve age-old problem with social app** *Brand: TheGiftWant.com* Before there was Facebook, there was Myspace. Before there was Google, there was Netscape. Innovation, by Google's definition, includes the process of changing, altering, or revolutionizing. TheGiftWant.com is a company that began development in late 2017 with the intention of innovating the gift-giving and gift-receiving industry online. The concept is familiar: TheGiftWant.com is a way to create and send gifts lists online. Anyone who has used Amazon.com's gift lists or has created an online gift registry for a wedding (Target.com) or a baby shower (BabiesRU.com) is at least familiar with what an online registry is. It's a fast and easy way to select the gifts you want and communicate these interests to friends and family. The innovative quality supplied by TheGiftWant.com is that gift lists created on the site can seamlessly include products from Amazon.com, Target.com, and BabiesRU.com. In fact, the list can include products from virtually any e-commerce site- all with one click of a downloadable applet.	**15 Marks**	**CO4**

	The idea of the website originated after founder and CEO, Tony Emma, "received one to many paperweights" from his wife's sisters for Christmas. He began to ask people if they had ever received a gift they really didn't want, or given a gift they weren't sure was appropriate. From kid's birthday parties to college graduations, everyone could relate. The company plans to engage thousands of users in the first 2 years following launch. With 25 years of experience in the marketing industry, Emma is optimistic about reaching these numbers. His energies thus far have been focused on working side by side with developers to create the site he has envisioned; however, he sees great potential for exponential growth as the site gains exposure. The type of URL aggregation the TheGiftWant.com provides is similar to the one-click ease of Pinterest. In addition to easily being able to add gifts to lists, users will be able to share lists via social media and email. As the site develops, users will be able to make lists public or private, pursuing gifts using keyboards for ideas. If the idea is as sticky as the company hopes, TheGiftWant.com will replace all other online gift lists.		
Q.9	Q.1- TheGiftWant.com is an online start-up company that will rely on social media for consumer participation. What kind of strategy social media marketing channels should focus? What vehicles should they use? And why?	**15 Marks**	**CO4**
Q.10	Q.2- In the summer of 2017, the company stated the goal of achieving 10,000 engaged users by the end of 2018. Keeping in mind that the majority of their investment has gone into website development, how would you suggest they achieve this goal? Do you think it's a reasonable goal? Why or why not? *Or* What metrics would you use to track the growth of TheGiftWant.com users? How would you reinforce early adopters so that they remain engaged? How long would you wait before "inviting" a dormant user back to the site? How would you incentivize them to return?	**15 Marks**	**CO4**