



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2022

Course: Social & Digital Media Marketing

Program: MBA- Marketing (Splz.)

Course Code: MKTG 7006

Semester: II

Time: 03 Hours

Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. N.		Marks	CO
Q 1 (i)	Search Engine Optimization (SEO) is important for _____ stage of consumer decision-making process. A) Need recognition B) Information search C) Purchase decision D) Post purchase behavior.	2	CO1
(ii)	Which of the following is not a zone of Social Media? A) Social Publishing B) Social Reading C) Social Community D) Social Entertainment	2	CO1
(iii)	_____ have the most gadgets of any group and use them to work, play, create, and share by visiting social media networks. A) Digital collaborators B) Media movers C) Raving nodes D) Mobile newbies	2	CO1
(iv)	Who among the following are the most involved in creating the content online? A) Critics B) Conversationalists C) Collectors D) Spectators	2	CO1
(v)	_____ is the micro blogging website that limits each post to 140 characters. A) LinkedIn B) Facebook C) Instagram D) Twitter	2	CO1
(vi)	CRM, Human resources, Retailing/sales are associated with which of the following zones of Social media? A) Social Community B) Social Entertainment C) Social Commerce D) Social Publishing	2	CO1
(vii)	_____ is a process that delivers hosted services online. A) Social media optimization B) Impression management C) Cloud computing D) Search Engine Optimization	2	CO1
(viii)	_____ is the process that harnesses the collective knowledge of	2	CO1

	large group of people to solve problems and complete tasks. A) Crowd sourcing B) Social media networking C) Surfing D) Digital marketing		
(ix)	_____ is free advertising triggered by customer experiences. A) Conversational marketing B) Word of mouth marketing C) Social bookmarking D) Social media marketing	2	CO1
(x)	_____ is a way for people to store, organize, search, and manage “bookmarks” of web pages. A) Conversational marketing B) Word of mouth marketing C) Social bookmarking D) Social media marketing	2	CO1
SECTION B 4Qx5M= 20 Marks			
Q2	What is web 2.0 and why is it of growing importance to marketing?	5	CO2
Q3	Differentiate between identification and authentication. Give examples.	5	CO2
Q4	Discuss the motives for social media activities.	5	CO2
Q5	What is the difference between user- generated content and co-created content?	5	CO2
SECTION-C 3Qx10M=30 Marks			
Q6	What are the phases of social media marketing maturity? How does social media marketing change for companies as they shift from the trial phase to transition phase and eventually move into the strategic phase?	10	CO3
Q7	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 audience?	10	CO3
Q8	Privacy and ownership of information are increasingly being challenged because of developments in digital resources. When I participate on Facebook, I believe I have control over the data and information, but do I? Discuss. <i>Or</i> How can we explain the motives for participation in social media activities? What attitudes are most relevant for our understanding of social consumer behavior?	10	CO3
SECTION-D			

2Qx15M= 30 Marks

#Know Your Lemons

Breast cancer is one of the most prevalent type of cancer in women worldwide. Despite years of encouraging talking about breast cancer, it is still a type of cancer many people, especially women; do not want to talk about. The result is that, although its most common appearance in the form of a lump is fairly well known, other warning signs are often missed. For example, changes to the shape and size, skin tone or appearance of the veins often go unnoticed or are ignored. This ignorance directly contributes to late diagnosis and poorer survival rates. However, as long as women do not feel they can openly talk about breast cancer and all of its symptoms, it is likely that many more signs and symptoms will be missed.

Responding to this challenge, the charity World Wide Breast cancer set out to encourage women to talk more freely about changes to their breast, overcome low literacy levels and raise awareness of many different types of changes to the breast that can indicate breast cancer.

The charity's founder, Corrine Ellsworth Beaumont, designed a simple and effective picture, showing twelve lemons in a conventional egg package, with each lemon showing different potential symptoms of breast cancer. The image was originally shared on the charity's webpage and Facebook page. From there it grew in popularity, with the original image being shared around 1,500 times. While the campaign was successful, in its own right, the picture gained immense exposure two years later: breast cancer survivor Erin Chieze spotted the image and posted it, together with her story of how she discovered that she had breast cancer. She also asked people to share the image and to raise awareness of the different symptoms. For example, in her case, she found no lump. Instead, she found an indentation similar to one shown on one of the lemons. As a result the picture went viral, becoming one of the most shared pictures on Facebook. Erin's original post was shared over 45,000 times, with many people sharing the image itself, creating unprecedented exposure for the charity- and raising awareness of the different symptoms.

Q9	Which aspect of the campaign made the campaign successful in terms of generating WOM?	15	CO4
Q10	Although the original picture gained some attention, which factors explain the campaign going 'viral'? <i>Or</i> How would you have improved the campaign? Which techniques would you have used to increase WOM from the outset? Justify your answer with WOM theories.	15	CO4