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**Presidency University**

**Bengaluru**

**School Of Computer Science and Engineering & Information Science**

**Summer Term End-Term Examinations, August 2024**

**Date**: 06-08-2024

**Time**: 9.30AM to 12.30PM

**Max Marks**: 100

**Weightage**: 50%

**Odd Semester**: 2023 - 24

**Course Code**: CSA3068

**Course Name**: Social Media Marketing

**Department: BCA**

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Do not write any matter on the question paper other than roll number.*

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| **Q.No** | **Questions** | **Marks** | **CO** | **RBT** |
| 1 | 1. Describe and recognize the three steps of STP marketing. | 4 | CO1 | L1 |
| 1. List the Pricing methods and the Channels of distribution. | 6 | CO1 | L2 |
| 1. Illustrate about the traditional vs digital marketing. And analysis with all pros and cons. | 10 | CO1 | L3 |
| OR | | | | |
| 2 | 1. Differentiate consumption and consumerism. | 4 | CO1 | L1 |
| 1. Relate Consumers and their level of interaction with the social media Consumption. | 6 | CO1 | L2 |
| 1. Briefly explain about the types of Marketing strategy. | 10 | CO1 | L3 |

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| 3 | 1. What are the business models related to e-commerce. | 4 | CO2 | L1 |
| 1. Analyze the Product Design Services. | 6 | CO2 | L2 |
| 1. Describe briefly about the types of digital marketing. | 10 | CO2 | L3 |

OR

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| 4 | 1. Illustrate the Types of Online Marketing Channels. | 4 | CO2 | L1 |
| 1. Reproduce the Traditional Marketing in terms of Digital marketing. | 6 | CO2 | L2 |
| 1. Define the STP marketing. Describe about the steps to achieve STP. | 10 | CO2 | L3 |

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| 5 | 1. State the techniques to Refine Your Marketing Strategy with Personas and User Journeys | 4 | CO3 | L1 |
| 1. Demonstrate the techniques to synchronize Customer Journey with Buyer Journey. | 6 | CO3 | L2 |
| 1. Demonstrate content marketing procedure with an appropriate example. | 10 | CO3 | L3 |

OR

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| 6 | 1. Illustrate the benefits of email marketing. | 4 | CO3 | L1 |
| 1. Explain how the 4Ps Have Evolved in the Age of Internet Marketing | 6 | CO3 | L2 |
| 1. Explain the 5 reasons why you should utilize content marketing to spike your Digital Marketing Strategy. | 10 | CO3 | L3 |

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| 7 | 1. Illustrate how do search engines work? | 4 | CO4 | L1 |
| 1. Examine the different Personas in Digital Marketing. | 6 | CO4 | L2 |
| 1. Define The 7Ps of The Digital Marketing Mix. Explain. | 10 | CO4 | L3 |

OR

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| 8 | 1. Identify the Refining Personas in digital marketing. | 4 | CO4 | L1 |
| 1. Explain Email Marketing. | 6 | CO4 | L2 |
| 1. Explain the Techniques for mapping your digital customer journeys across different touchpoints with the RACE Framework. | 10 | CO4 | L3 |

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| 9 | 1. State the Social Media Landscape and its Platforms in detail. | 4 | CO1 | L1 |
| 1. Explain social media publishing. | 6 | CO1 | L2 |
| 1. Categorize Paid, Earned and Shared Media with appropriate examples. | 10 | CO1 | L3 |

OR

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| 10 | 1. Discover why Social Media is important to build customer relationships? | 4 | CO2 | L1 |
| 1. State the term influencer marketing with respect to developing your strategy. Explain. | 6 | CO2 | L2 |
| 1. Define the concept of MOBILE ACCESSIBILITY in Mobile Advertising. Explain. | 10 | CO2 | L3 |