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**Presidency University**

**Bengaluru**

**School of Management**

**Summer Term End-Term Examination - August 2024**

**Date**: 7th August 2024

**Time**: 9:30am – 12:30Pm

**Max Marks**: 100

**Weightage**: 50%

**Semester**: IV

**Course Code**: MBA4087

**Course Name**: Influencer Marketing

**Department:** SOM

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Do not write any information on the question paper other than roll number.*
3. *Question paper consists of 3 parts.*

**PART A**

**Answer any 10 Questions. Each question carries 3 marks. (10Qx 3M= 30)**

1. “Data protection and privacy are crucial to maintain trust with the audience, comply with regulations, and safeguard sensitive information from misuse”. Justify the Statement. (CO:1) (Knowledge)
2. How does global influencer marketing differ from local influencer marketing? (CO:1) (Knowledge)
3. “Ethical practices build trust and credibility, ensuring long-term sustainability of influencer marketing”. Comment. (CO: 1) (Knowledge)

1. Differentiate between qualitative and quantitative tools in influencer marketing. (CO:1) (Knowledge)
2. List the different types of influencer campaigns. (CO:1) (Knowledge)

1. “Tracking and measuring results help in assessing the campaign's effectiveness, making data-driven decisions, and optimizing future campaigns”. Justify the comment. (CO:1) (Knowledge)
2. Explain the importance of prioritizing social media channels in an influencer campaign.

(CO:1) (Knowledge)

1. Outline the key characteristics of an effective influencer. (CO:1) (Knowledge)
2. Explain the role of influencer hunters and agencies in engaging the consumers.

(CO:1) (Knowledge)

1. List the key components of a well-defined campaign end goal. (CO:1) (Knowledge)
2. Illustrate the importance of prioritizing social media channels in an influencer campaign.

(CO:1) (Knowledge)

1. “Market research contribute to the success of an influencer campaign”. Explain.

(CO:1) (Knowledge)

**PART B**

**Answer any 4 Questions. Each question carries 10 marks. (4Qx 10M= 40)**

1. Imagine you are tasked with finding a suitable influencer for a new eco-friendly product. Outline the steps you would take to find an influencer and the criteria you would use to evaluate their suitability.

(CO:2) (Application)

1. Assess the ethical considerations and privacy concerns associated with influencer marketing. How would you ensure your campaign adheres to ethical standards and protects consumer data?

(CO:2) (Application)

1. Design a content creation and posting schedule for a product launch campaign using three different influencers. How would you coordinate the postings to maximize reach and engagement?

(CO:2) (Application)

1. You are managing an influencer campaign and need to track its performance. Describe the tools and methods you would use to measure the success of the campaign. Explain the difference between qualitative and quantitative analysis in this context. (CO:2) (Application)

1. Research and propose an innovative influencer marketing strategy that leverages emerging trends such as live streaming or augmented reality. How would you implement this strategy for a fashion brand? (CO:2) (Application)
2. Design a content creation and posting schedule for a product launch campaign using three different influencers. How would you coordinate the postings to maximize reach and engagement?

(CO:2) (Application)

**PART C**

**Answer the following Questions. (2Qx 15M= 30)**

1. (CO:4) (Analysis)

**Executing Influencer Campaigns and Navigating Emerging Trends**

XYZ Inc., a mid-sized e-commerce company, is launching a new line of sustainable fashion products. The company aims to leverage influencer marketing to boost brand awareness and sales for this new line. The marketing team needs to develop a comprehensive influencer campaign strategy that includes identifying the right influencers, creating engaging content, implementing tracking methods to measure success, and using analytics to optimize results. Additionally, the team must stay informed about emerging trends and ensure compliance with privacy, data protection, and ethical standards.

XYZ Inc. identifies Instagram, YouTube, and TikTok as the primary platforms for their campaign. They plan to collaborate with a mix of macro and micro-influencers who align with the brand's sustainability values. The content strategy involves creating a variety of formats, including videos, images, and stories, to highlight the unique selling points of the new product line. To track the campaign's performance, UTM parameters will be used to monitor link clicks, and Google Analytics will track website traffic and conversions. The team will also use tools like Social Blade and Klout Scores to measure influencer impact and engagement.

Throughout the campaign, XYZ Inc. plans to collect and analyze both qualitative and quantitative data. This includes monitoring engagement metrics such as likes, comments, shares, and follower growth, as well as gathering feedback and sentiment analysis from the audience. The team will use this data to adjust their strategy and optimize future campaigns.

As part of their commitment to ethical marketing practices, XYZ Inc. will ensure compliance with GDPR and other data protection regulations. They will be transparent about sponsored content and partnerships and respect audience privacy. Additionally, the company is exploring innovative influencer marketing strategies, such as interactive content and long-term partnerships, to stay ahead of industry trends. The team is also considering expanding their campaign globally, adapting their strategies to different cultural contexts and market preferences.

**Questions to discuss:**

1. How should XYZ Inc. select the right influencers for their sustainable fashion line, considering both macro and micro-influencers?
2. What are the key elements to include in the content strategy to effectively promote the new product line?
3. Which tracking methods and tools would be most effective for monitoring the success of the influencer campaign?
4. How can XYZ Inc. use the data collected from these tools to optimize their campaign strategy?
5. (CO:4) (Analysis)

**Leveraging Influencer Marketing for Sustainable Fashion**

Green Wear, an emerging sustainable fashion brand, is set to launch a new collection made from recycled materials. The company aims to use influencer marketing to increase awareness and drive sales. The marketing team needs to craft a detailed campaign strategy, encompassing influencer selection, content creation, tracking and measuring results, and using analytics for continuous improvement. Additionally, they must stay abreast of emerging trends and ensure adherence to privacy, data protection, and ethical guidelines.

Green Wear identifies Instagram and TikTok as the primary platforms for the campaign due to their strong visual appeal and active user base. The team plans to partner with eco-conscious influencers who are passionate about sustainability. The content strategy will include a mix of high-quality images, engaging videos, and interactive stories that showcase the new collection's unique features and the brand's commitment to sustainability.

To track the campaign's performance, the team will use UTM parameters to monitor link clicks and Google Analytics to measure website traffic and conversion rates. Tools like Social Blade and Klout Scores will help evaluate influencer impact and engagement. The team will collect both quantitative data (such as likes, shares, comments, and follower growth) and qualitative data (such as audience sentiment and feedback) to measure the campaign's success.

Green Wear is committed to ethical marketing practices and will ensure compliance with GDPR and other data protection regulations. The team will be transparent about their partnerships and respect audience privacy. In exploring innovative strategies, they are considering long-term collaborations with influencers, creating interactive content, and leveraging micro-influencers for niche markets. Additionally, Green Wear plans to expand their campaign globally, adapting their approach to different cultural contexts and market preferences.

**Questions to discuss:**

1. What measures should Green Wear take to ensure compliance with privacy and data protection regulations in their influencer marketing efforts?
2. How can the company maintain transparency and ethical standards while collaborating with influencers?
3. What innovative influencer marketing strategies could Green Wear implement to enhance their campaign's reach and effectiveness?
4. How should Green Wear adapt their influencer marketing approach for different international markets while considering cultural differences and market preferences?