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**Bengaluru**

**School of Management**

**Mid - Term Examinations – November 2024**

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| **Semester**: III | **Date**: 13-11-2024 |
| **Course Code**: MBA3027 | **Time**: 02:00pm – 03:30pm |
| **Course Name**: Social Media Marketing | **Max Marks**: 50 |
| **Program: MBA** | **Weightage**: 25% |

**Instructions:**

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

**Part A**

|  |  |  |  |  |
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| **Answer ALL the Questions. Each question carries 3marks. 5Qx3M=15M** | | | | |
| **1** | Define "Social Media Marketing." | 3 Marks | Knowledge | CO1 |
| **2** | State atleast four (4) reasons why social media engagement is critical for the brands. | 3 Marks | Knowledge | CO1 |
| **3** | Identify the top six (6) reasons what fuels the usage of Social Media to grow exponentially. | 3 Marks | Knowledge | CO1 |
| **4** | Define the term "Customer Evangelism." | 3 Marks | Knowledge | CO1 |
| **5** | List the six (6) types of social media marketing. | 3 Marks | Knowledge | CO2 |

**Part B**

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| **Answer ALL the Questions. Each question carries 10 marks. 2Q x 10M=20M** | | | | |
| **6a** | With the arrival of internet, the global business landscape has undergone a tremendous change. In light of this context, discuss in detail the power of internet with suitable examples. | 10 Marks | Application | CO1 |
| **Or** | | | | |
| **7a** | The social media landscape is a rapidly changing landscape. With reference to this context, interpret your views on the future of social media. | 10 Marks | Application | CO1 |

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| **8a** | Demonstrate the risks of ignoring social media by the businesses, with suitable examples. | 10 Marks | Application | CO1 |
| **Or** | | | | |
| **9a** | To be successfully able to engage with the customers on social Media, the social media engagement must be measured. Considering this context, demonstrate the various social media engagement parameters with suitable examples. | 10 Marks | Application | CO1 |

**Part C**

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| **Answer the Question. Question carries 15 marks. 1Qx15M=15M** | | | | |
| **10** | Flipkart – Amazon of India  E-commerce transactions in India are gaining popularity at the very fast pace majorly due to its attributes of ease of shopping, good discounts, social media integration, cash on delivery  mode of payment etc. the industry is all set to grow and beat the records considering the recent show of strength of several E-commerce companies of India Inc in their capability to raise funds as well. Flipkart – one of the leading Indian E-commerce companies headquartered in Bangalore, Karnataka. The overall brand value of FLIPKART is good, but it is facing tough competition from its global as well as local competitors. But in India, it is the most superior E-business portal which is aggressively expanding and planting its roots deep into the Indian market and at the same time shifting the mindset of the people i.e. from going and shopping from physical stores to online stores, which is enormous.  **Questions:**  (a) Discuss the initial challenges faced by Flipkart  (b) Flipkart succeeded in Building the Trust of Online customers. Explain?  (c) Social Media can be used to increase the market share of the Brand. Discuss. | 15 Marks | Analysis | CO1 |