PRESIDENCY UNIVERSITY
GAIN MORE KNOWLEDGE REACH GREATER HEIGHTS

BENGALURU
School of Management
Mid - Term Examinations – November 2024

Semester: 5th

Course Code: BBA3061

Course Name: Social Media Marketing

Program: BBD

Date: 06-11-2024

Time: 9:30am – 11:00am

Max Marks: 50

Weightage: 25%

Instructions:
  (i) *Read all questions carefully and answer accordingly.*
  (ii) *Do not write anything on the question paper other than roll number.*

Part A

Answer ALL the Questions. Each question carries 2marks.   **5QX2M=10M**

1	Identify and discuss two emerging trends in social media marketing that reflect shifting consumer behaviors.	2Marks	Knowledge	CO1
2	Examine the role of social branding in establishing trust and loyalty among consumers in social media marketing.	2Marks	Comprehension	CO1
3	Illustrate the significance of user-generated content (UGC) in building authentic brand narratives.	2Marks	Comprehension	CO1
4	Explain how "social listening" can inform content creation strategies and enhance audience targeting.	2Marks	Knowledge	CO2
5	Highlight two advanced analytics tools that optimize social media campaigns and discuss their unique features.	2Marks	Knowledge	CO2

Part B

Answer ALL Questions. Each question carries 10 marks.   **4QX10M=40M**

	6a	Discuss the historical evolution of social media marketing and its implications for current marketing practices.	3Marks	Comprehension	CO1
6	6b	How can an understanding of this evolution inform future strategies?	3Marks	Comprehension	CO1
	6c	Evaluate different strategies that have emerged over time and their success.	4 Marks	Application	CO1

Or

7	7a	Analyze the major changes in social media algorithms and how they affect content visibility.	3Marks	Comprehension	CO1
	7b	Discuss methods brands can use to adapt to changes in social media algorithms.	3Marks	Comprehension	CO1
	7c	Justify an adaptive strategy for a brand struggling with visibility issues due to algorithm changes.	4Marks	Application	CO1
8	8a	Propose strategies a non-profit organization can use to increase social media engagement and awareness.	3Marks	Comprehension	CO1
	8b	Identify multi-faceted approaches utilizing different social media platforms for awareness campaigns.	3Marks	Comprehension	CO1
	8c	Explain the role of user participation in enhancing the effectiveness of these strategies.	4Marks	Application	CO1

Or

9	9a	Discuss how social media storytelling can create an emotional connection with an audience.	3Marks	Comprehension	CO1
	9b	Propose two innovative storytelling techniques suitable for a brand's social media strategy.	3Marks	Application	CO1
	9c	Analyze the potential impact of these storytelling techniques on customer loyalty and brand perception.	4Marks	Application	CO1
10	10a	Discuss the importance of visual elements such as color and imagery in influencing consumer behavior on social media.	3Marks	Comprehension	CO2
	10b	Provide examples illustrating how visual content affects engagement levels.	3Marks	Application	CO2
	10c	Compare the effectiveness of different visual content types across platforms like Instagram, Facebook, and TikTok.	4Marks	Application	CO2

Or

11	11a	Analyze the role of user-generated content (UGC) in shaping authentic brand narratives.	3Marks	Comprehension	CO2
	11b	Discuss the benefits and challenges of using UGC in a brand's social media strategy.	3Marks	Comprehension	CO2
	11c	Evaluate how brands can effectively incentivize UGC while maintaining authenticity and engagement.	4Marks	Application	CO2
12	12a	Imagine you are the Chief Marketing Officer of a new eco-friendly product brand. Develop a multi-channel social media campaign.	3Marks	Application	CO2
	12b	Describe how you would leverage influencer partnerships and UGC to promote sustainability.	3Marks	Application	CO2
	12c	Explain the benefits of building an online community focused on sustainability topics.	4Marks	Application	CO2

Or

13	13a	Design an immersive virtual event for a brand using social media platforms.	3Marks	Comprehension	CO2
	13b	Outline how live streaming and audience participation would be integrated into the event.	3Marks	Application	CO2
	13c	Discuss the metrics that would be used to evaluate the success of this virtual event.	4Marks	Application	CO2