|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Roll No. |  |  |  |  |  |  |  |  |  |  |  |  |



**PRESIDENCY UNIVERSITY**

**Bengaluru**

|  |
| --- |
| **End - Term Examinations – JANUARY 2025** |
| **Date:** 10 – 01- 2025 **Time:** 09:30 am – 12:30 pm |

|  |  |  |
| --- | --- | --- |
| **School:** SOM-UG | **Program:** BDM | |
| **Course Code :** BBA3061 | **Course Name :** Social Media Marketing | |
| **Semester**: V | **Max Marks**: 100 | **Weightage**: 50% |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO – Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **4** | **26** | **26** | **26** | **18** |

**Instructions:**

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

**Part A**

|  |  |  |
| --- | --- | --- |
| **Answer ALL the Questions. Each question carries 2 marks. (10Q x 2M = 20M)** | **Bloom's Level** | **CO** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1** | What are the most important characteristics of social media for creating a successful brand strategy?after this class | **2 Marks** | **Remember** | **CO1** |
| **2** | Which social media platform would you choose for targeting professionals and why? | **2 Marks** | **Remember** | **CO1** |
| **3** | How would you use tools like Canva or PhotoScape to design a visually appealing post for a fitness brand? | **2 Marks** | **Remember** | **CO2** |
| **4** | What content mix (sales, interactive, and informative posts) would you suggest for a startup launching a new product? | **2 Marks** | **Remember** | **CO2** |
| **5** | Find a situation where Facebook ads might outperform organic posts and state the rationale behind the choice. | **2 Marks** | **Remember** | **CO3** |
| **6** | When would you use Instagram stories instead of Instagram posts to drive customer engagement? | **2 Marks** | **Remember** | **CO3** |
| **7** | Who are the key audience groups to target in a LinkedIn campaign for a B2B software company? | **2 Marks** | **Remember** | **CO4** |
| **8** | Label the different sections of YouTube Channel Analytics and describe how they contribute to understanding viewer behavior. | **2 Marks** | **Remember** | **CO4** |
| **9** | Show how a QR code campaign can be used to increase foot traffic for a local café. | **2 Marks** | **Remember** | **CO5** |
| **10** | Relate the concept of gamification in mobile marketing to increased user participation in a fitness app. | **2 Marks** | **Remember** | **CO5** |

**Part B**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 7 marks. (5Q x 7M = 35M)** | | | **Bloom's Level** | **CO** |
| **11** | A fashion influencer is creating content for a social media campaign. Explain how defining a content mix using sales posts, interactive posts, and informative posts can drive audience engagement. | **7 Marks** | **Understand** | **CO2** |
|  | **Or** | | | |
| **12** | A travel agency wants to use tools like Instagram Stories and GIFs for their social media posts. Discuss the steps to create visually appealing and shareable content. | **7 Marks** | **Understand** | **CO2** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **13** | A restaurant chain plans to enhance its brand visibility on Facebook. Explain how optimizing advert placement, targeting, and budget can help achieve this goal. | **7 Marks** | **Understand** | **CO3** |
|  | **Or** | | | |
| **14** | A lifestyle brand aims to promote a new product on Instagram. Discuss how hashtags, sponsored ads, and digital PR can be leveraged for effective marketing. | **7 Marks** | **Understand** | **CO3** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **15** | A recruitment agency wants to use LinkedIn for business growth. Propose a LinkedIn content strategy to target potential clients and candidates effectively. | **7 Marks** | **Understand** | **CO4** |
|  | **Or** | | | |
| **16** | A YouTube cooking channel wants to monetize its content. Explain the process of setting up monetization and using YouTube Channel Analytics for tracking performance | **7 Marks** | **Understand** | **CO4** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **17** | A retail brand is planning to use mobile marketing to attract customers. Discuss how augmented reality and gamification can create an engaging shopping experience | **7 Marks** | **Understand** | **CO5** |
|  | **Or** | | | |
| **18** | An educational app wants to use mobile marketing tools to increase its user base. Explain how tracking and analytics can help optimize the campaign’s performance. | **7 Marks** | **Understand** | **CO5** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **19** | A ride-sharing service is launching a mobile marketing campaign. Describe the steps involved in developing and executing this campaign for maximum customer impact | **7 Marks** | **Understand** | **CO5** |
|  | **Or** | | | |
| **20** | A retail chain wants to analyze the effectiveness of its mobile marketing efforts. Discuss the role of mobile analytics and real-time tracking in improving campaign outcomes. | **7 Marks** | **Understand** | **CO5** |

**Part C**

|  |  |  |
| --- | --- | --- |
| **Answer Any THREE Questions. Each question carries 15 marks. (3Q x 15M = 45M)** | **Bloom's Level** | **CO** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **21** | *EcoShine*, an eco-friendly cleaning brand, wants to launch a content strategy for its social media platforms. The marketing team is focusing on educating their audience about the benefits of using sustainable cleaning products. They plan to use a mix of sales posts to promote discounts, informative posts to educate their followers, and interactive posts such as eco-challenges or quizzes. Canva and PhotoScape will be the primary tools used for content creation.  Question: How should *EcoShine* develop a content mix strategy for social media to engage eco-conscious consumers? Explain how they can balance sales, informative, and interactive posts and the tools that would best suit their campaign needs. | **15 Marks** | **Apply** | **CO2** |
| **22** | *FitLife Solutions*, a popular fitness app, is looking to expand its user base and increase engagement through Facebook and Instagram. They plan to run a paid ad campaign on Facebook showcasing their app’s key features, including customized workout plans and tracking tools. The team will also leverage Instagram for interactive posts such as challenges, success stories, and workout tips. They aim to measure the success of these campaigns through Facebook Insights and Instagram Analytics to optimize their marketing efforts.  Question: Discuss how *FitLife Solutions* should design an effective Facebook and Instagram ad campaign to increase app downloads and user engagement. Highlight the types of content that should be shared, the importance of interactive posts, and how they can leverage Facebook Insights and Instagram Analytics to optimize their campaigns. | **15 Marks** | **Apply** | **CO3** |
| **23** | *FitFlex*, a health and wellness company, is using Facebook and Instagram to promote their new fitness program. They want to run a paid ad campaign on both platforms, targeting individuals looking to lose weight and build muscle. The company plans to use Facebook Ads for retargeting website visitors and Instagram stories for engagement. The marketing team will monitor ad performance through Facebook Insights and Instagram Analytics to optimize their efforts.  Question: How should *FitFlex* set up its Facebook and Instagram ad campaigns to target the right audience and maximize engagement? Discuss the key components of setting up ads, such as targeting, bidding, and optimization, and how Facebook Insights and Instagram Analytics can help optimize campaign performance. | **15 Marks** | **Apply** | **CO4** |
| **24** | *Wanderlust Travel Agency*, a leading travel company, wants to increase customer engagement and bookings through mobile marketing. They plan to implement proximity marketing by sending personalized offers and exclusive discounts when potential customers are near major tourist attractions. The agency is also planning to integrate augmented reality (AR) into their mobile campaign, allowing users to explore destinations virtually before making a booking. The marketing team also wants to track campaign success using mobile analytics to refine future efforts.  Question: How can *Wanderlust Travel Agency* effectively utilize proximity marketing and augmented reality in their mobile marketing campaign to drive customer engagement and increase bookings? Explain the steps involved and the benefits of using mobile analytics to track campaign performance. | **15 Marks** | **Apply** | **CO4** |