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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 17 – 01-2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOM-PG | **Program:** MBA | |
| **Course Code :**MBA3027 | **Course Name :**Social Media Marketing | |
| **Semester**: III | **Max Marks**: 100 | **Weightage**:50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **19** | **19** | **52** | **10** |  |

**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. 3Mx10Q=30M** | | | | |
| **1** | Recall the full forms of the following terms:   1. SMART (b) KPI (c) CPM | **3 Marks** | **Knowledge** | **CO3** |
| **2** | List how Hootsuite helps companies be effective for their social media marketing? | **3 Marks** | **Knowledge** | **CO2** |
| **3** | Recognize the difference between ‘Organic social media’ and ‘Paid social media’ | **3 Marks** | **Knowledge** | **CO2** |
| **4** | Recall the meaning of the terms: ‘Impression’ and ‘Watch time’ in digital marketing. | **3 Marks** | **Knowledge** | **CO1** |
| **5** | An advertiser wants to stay within a $2000 budget and get 100,000 ad views on the top-ranking online media resource. How much will be the CPM in this case? | **3 Marks** | **Knowledge** | **CO3** |
| **6** | Distinguish between 'Digital Marketing' and 'Social Media Marketing' with suitable examples. | **3 Marks** | **Knowledge** | **CO1** |
| **7** | Identify the top 10 social media apps in India for 2023. | **3 Marks** | **Knowledge** | **CO1** |
| **8** | Recall four (4) types of eWOM with suitable examples. | **3 Marks** | **Knowledge** | **CO2** |
| **9** | Your website tracks the number visitors to your company’s website. During Christmas eve, there are 10,000 visitors to your website. However, 1,500 visitors left your website without taking any action. How much is your website’s Bounce Rate? | **3 Marks** | **Knowledge** | **CO3** |
| **10** | State atleast four (4) methods of how businesses enhance their social media marketing strategies effectively. | **3 Marks** | **Knowledge** | **CO3** |

**Part B**

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| **Answer ALL the Questions. Each question carries 10 marks. 10Mx4Q=40M** | | | | |
| **11** | Not all social media channels are created the same. Each platform has its particular set of users with their own quirks as to how they interact with content. In reference to this context, explain in detail, all the criteria for choosing the right social media platform, with suitable examples. | **10 Marks** | **APPLICATION** | **CO2** |
| **Or** | | | | |
| **12** | Demonstrate the key differences between traditional word of mouth (WOM) and eWOM in terms of reach, speed, and credibility? | **10 Marks** | **APPLICATION** | **CO2** |

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| **13** | (a) Interpret your understanding of “Customer Evangelism.”  (b) Illustrate how do you create a customer evangelist. | **10 Marks** | **APPLICATION** | **CO1** |
| **Or** | | | | |
| **14** | Suresh is an entrepreneur, and wanted to use social media marketing for his start-up e-commerce business. Discuss the various benefits of social media marketing. | **10 Marks** | **APPLICATION** | **CO1** |

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| **15** | Demonstrate your understanding in converting the following client goals into SMART goals and recognize their respective KPIs.   1. Increasing brand awareness 2. Driving website traffic 3. Getting more leads 4. Tracking your mentions | **10 Marks** | **APPLICATION** | **CO3** |
| **Or** | | | | |
| **16** | Demonstrate your understanding of best practices for social media campaigns with Hootsuite. | **10 Marks** | **APPLICATION** | **CO3** |

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| **17** | Explain the steps in identifying your target audience in social media, with suitable examples. | **10 Marks** | **APPLICATION** | **CO4** |
| **Or** | | | | |
| **18** | Explain in brief, how personal branding can be enhanced using LinkedIn, using suitable examples. | **10 Marks** | **APPLICATION** | **CO4** |

**Part C**

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| **Answer all the Questions. Each Question carries 15 marks. 15Mx2Q=30Marks** | | | | |
| **19** | LinkedIn stands as a unique force in the social media landscape, carving a niche as the premier platform for professional networking and B2B (business-to-business) interactions. Unlike platforms like Facebook or Instagram, which primarily cater to personal and social connections, LinkedIn focuses on building and nurturing professional relationships. This focus on B2B interactions has proven to be a significant factor in LinkedIn's success.  The B2B market presents unique challenges and opportunities. Building trust and establishing long-term relationships are paramount. LinkedIn provides a platform for professionals to showcase their expertise, connect with potential clients and collaborators, and engage in industry discussions. Features like company pages, job boards, and industry groups facilitate B2B interactions, making it an invaluable tool for businesses of all sizes.  LinkedIn's success can be attributed to several key factors:  Niche Focus: By specializing in professional networking, LinkedIn has effectively avoided direct competition with general-purpose social media platforms.  Data-Driven Approach: LinkedIn leverages user data to provide valuable insights into professional profiles, industry trends, and job market dynamics.  Premium Features: LinkedIn's premium subscription model provides access to advanced features like InMail, which allows users to directly message other professionals, enhancing their networking capabilities.  However, LinkedIn faces challenges in maintaining its dominance. The rise of other professional networking platforms and the evolving needs of professionals require continuous innovation.  **Analysis Questions:**   1. How can LinkedIn further enhance its value proposition for businesses beyond job searching and recruitment? 2. What strategies can LinkedIn employ to attract and retain younger professionals to the platform? 3. How can LinkedIn address concerns around data privacy and security while maintaining its data-driven approach? 4. What role can artificial intelligence (AI) play in improving the user experience and enhancing the platform's features? 5. How can LinkedIn effectively compete with emerging platforms that are targeting specific professional niches? | **15 Marks** | **ANALYSIS** | **CO3** |
| **20** | Nike, a global sportswear giant, has successfully leveraged social media to connect with its audience, inspire athletes, and drive brand loyalty. By understanding the power of digital platforms, Nike has created iconic campaigns that have resonated with consumers worldwide.  One of Nike's most successful social media campaigns is "Just Do It." This simple yet powerful slogan has been the cornerstone of Nike's marketing strategy for decades. By inspiring individuals to push their limits and achieve their goals, Nike has tapped into a deep emotional connection with its audience. Through social media, Nike has amplified the message of "Just Do It" by sharing inspiring stories of athletes, celebrities, and everyday people who embody the spirit of the brand.  Another notable campaign is "Find Your Greatness." This campaign encourages individuals to discover their potential and pursue their passions. By using social media to showcase athletes of all levels, Nike has created a sense of community and belonging among its followers.  However, Nike is not immune to challenges. Recent controversies and shifting consumer preferences have impacted the brand's reputation. To maintain its dominance in the social media landscape, Nike must continue to innovate and adapt to the ever-evolving digital landscape.  Analysis Questions:   1. How can Nike leverage user-generated content to strengthen its brand image and foster community engagement? 2. What strategies can Nike employ to address negative sentiment and maintain a positive brand reputation on social media? 3. How can Nike utilize emerging social media platforms like TikTok to reach a younger demographic and stay relevant? 4. What role can influencer marketing play in amplifying Nike's message and driving sales? 5. How can Nike measure the effectiveness of its social media campaigns and track key performance indicators (KPIs)? | **15 Marks** | **ANALYSIS** | **CO3** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***