

 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **Ph.D. Course Work End Term Examinations –JAN-FEB 2025** |
| **Date:** 30 – 01- 2025 **Time:**09:30 am – 12:30 pm |

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| **School:** SOM | **Program: Ph.D.** |
| **Course Code:** MGT930 | **Course Name:** Social Media Marketing |
| **Semester**: | **Max Marks**:100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **20** | **20** | **30** | **30** | **-** |

**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 10marks. 6Q x 10M=60Marks** |
| **1** | What are the benefits of social media analytics for businesses? Highlight key metrics used to evaluate campaign performance. | **10 Marks** | **L** | **CO1** |
| **2** | Differentiate between organic reach and paid reach on social media platforms. Discuss their impact on overall marketing effectiveness. | **10 Marks** | **L** | **CO1** |
| **3** | Suggest strategies for a small business to overcome the challenge of low engagement on social media platforms. | **10 Marks** | **L** | **CO2** |
| **4** | Compare and contrast B2B and B2C social media marketing strategies. Highlight the key differences in platforms, messaging, and goals. | **10 Marks** | **L** | **CO2** |
| **5** | Explain the concept of social media ROI (Return on Investment) and describe methods for calculating it effectively. | **10 Marks** | **L** | **CO3** |
| **6** | Explain how businesses can use Instagram Stories and Reels to enhance customer engagement. Provide examples of creative approaches. | **10 Marks** | **L** | **CO4** |

**Part B**

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| **Answer the Questions. Each question carries 20 marks 2Q x 20 = 40 Marks** |
| **7.** |  | Your company’s competitor has gone viral with a campaign. How would you respond to ensure your brand stays relevant and competitive? | **20 Marks** | **L** | **CO3** |
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| **8.** |  | Analyze how a popular global brand (e.g., Nike or Starbucks) uses social media marketing to maintain customer loyalty and drive engagement. | **20 Marks** | **L** | **CO4** |

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