PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – MAY 2025

Date: 26-05-2025   **Time:** 01:00 pm – 04:00 pm

School: SOM-PG	**Program:** MBA
Course Code: MBA4087	**Course Name:** Influencer Marketing
Semester: IV	**Max Marks**: 100 **Weightage**: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	25	35	40	-	-

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 3 marks.   **10Q x 3M=30M**

1.	Describe the rise of influencer marketing platforms and their role in campaign management.	3 Marks	L2	CO1
2.	Explain how brands can safeguard themselves against fake followers and fraud influencers.	3 Marks	L2	CO1
3.	Summarize the legal requirements influencers must follow when promoting a product or service.	3 Marks	L2	CO1
4.	Classify influencers based on their method of influence: expertise, authority, affinity, or celebrity.	3 Marks	L2	CO1
5.	Compare the impact of affinity influencers and expert influencers in building brand trust.	3 Marks	L2	CO1
6.	Interpret why a termination clause is essential in an influencer contract.	3 Marks	L2	CO2
7.	Compare influencer negotiations with traditional celebrity endorsements.	3 Marks	L2	CO2
8.	Describe how an influencer's audience should align with a brand's target audience.	3 Marks	L2	CO2
9.	Summarize the importance of consistency in influencer communication during a campaign.	3 Marks	L2	CO2
10.	Classify different forms of compensation that brands may offer influencers.	3 Marks	L2	CO2

Part B

11.	a.	Demonstrate how an influencer's activism can be used in a cause marketing campaign.	10 Marks	L3	CO1
Or					
12.	a.	Use audience demographics to design personalized messaging for an influencer campaign.	10 Marks	L3	CO1

13.	a.	Construct a strategic integration plan to embed an influencer campaign into an existing brand's annual marketing plan.	10 Marks	L3	CO2
Or					
14.	a.	Apply different influencer research methods (social media analytics, surveys, interviews) to design a research framework for a sportswear brand's influencer selection.	10 Marks	L3	CO2

15.	a.	Use influencer market research techniques to identify the most effective influencers for a beauty product targeting Gen Z women.	10 Marks	L3	CO2
Or					
16.	a.	Apply the concept of desired follower behavior to set measurable goals for an influencer marketing campaign.	10 Marks	L3	CO2

17.	a.	Illustrate how a D2C fitness brand can apply social media listening tools and click-to-sales analytics to optimize its ongoing influencer partnerships. Use an example to show how campaign tweaks can be driven by data insights.	10 Marks	L3	CO3
Or					
18.	a.	A startup fashion label wants to improve visibility through a branded hashtag. Apply the principles of effective hashtag strategy to design, test, and evaluate a hashtag campaign. Include selection tools, posting guidelines, and measurement criteria.	10 Marks	L3	CO3

Part C

19.	a.	**Learning from the Competitor – FitFuel's Pre-Campaign** **Scenario:** *FitFuel*, a health snack startup, uses Upfluence and Heepsy to	15 Marks	L4	CO3

examine influencer trends and competitor performance before launching their own campaign.

Questions:

1. Analyze how competitor benchmarking using Upfluence influences influencer selection. **(5 marks)**
2. Compare insights from Upfluence and Heepsy in planning influencer strategies. **(5 marks)**
3. Organize campaign elements that could help FitFuel differentiate from *its competitor*. **(5 marks)**

| 20. | a. | **Optimizing for the Festive Season – CasaChic**

Scenario:
CasaChic, a home décor D2C brand, wants to optimize ongoing influencer campaigns using A/B testing, Google Analytics, and influencer feedback.

Questions:

1. Examine the effectiveness of A/B testing in refining influencer content strategy. **(5 marks)**

2. Differentiate the contributions of real-time social analytics and post-campaign metrics in campaign optimization. **(5 marks)**

3. Organize a step-wise approach for *CasaChic* to use analytics in improving campaign effectiveness before Diwali. **(5 marks)** | 15 Marks | L4 | CO3 |