



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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End - Term Examinations - December 2025

Date: 27- 12- 2025

Time: 09:30am - 12:30pm

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

CO - Levels	C01	C02	C03	C04	C05
Marks	32	34	34		

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 3marks.

10Q x 3M=30M

1.	Differentiate between being an influencer and being popular.	3 Marks	L4	C01
2.	List three characteristics of an effective influencer	3 Marks	L2	C01
3.	Explain the meaning of "niches" in social networks	3 Marks	L2	C01
4.	State one legal policy important in influencer marketing.	3 Marks	L2	C01
5.	Explain the Market Research in influencer campaign planning	3 Marks	L2	C02
6.	Briefly describe Influencer Contract.	3 Marks	L2	C02
7.	Explain the meaning of "Defining desired follower behavior"	3 Marks	L2	C02
8.	List three types of influencer campaigns.	3 Marks	L2	C03
9.	Summarize UTM Parameters.	3 Marks	L2	C03
10.	Mention any two tools used to measure influencer impact.	3 Marks	L2	C03

Part B

Answer all the Questions.

Total Marks 40M

11.	a.	Compare the differences between traditional advertising methods with influencer marketing approaches in terms of ethical implications and long-term sustainability	10 Marks	L4	CO1
Or					
12.	a.	Discuss the concept of "Circles of Influence" and analyse its role in influencer marketing.	10 Marks	L4	CO1

13.	a.	Explain the ethical challenges faced by influencers in promoting brands.	10 Marks	L2	CO1
Or					
14.	a.	Explain "niches of social networks" and its importance in influencer selection.	10 Marks	L2	CO1

15.	a.	Discuss the impact of influencer marketing on consumer buying behavior.	10 Marks	L2	CO2
Or					
16.	a.	Explain the process of negotiation between brands and influencers.	10 Marks	L2	CO2

17.	a.	Assess the use of analytics tools in improving influencer marketing results.	10 Marks	L5	CO3
Or					
18.	a.	Examine the use of hashtags and UTM parameters be used for tracking campaign results?	10 Marks	L5	CO3

Part C

Answer all the Questions. Each question carries 15marks

2Q x 15M=30M

19.	a.	Case Study: Glowing Beauty In 2023, a global beauty brand, "Glowing Beauty," embarked on a new influencer marketing campaign to promote its latest skincare line targeted at millennial consumers. Recognizing the importance of data security and privacy in an increasingly digital landscape, Glowing Beauty took proactive measures to safeguard consumer information and comply with evolving privacy regulations. The brand partnered with five influencers known for their expertise in skincare and beauty, selecting	15 Marks	L4	CO2
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		<p>influencers who prioritize transparency and ethical conduct in their content creation. Before launching the campaign, Glowing Beauty implemented stringent data protection protocols to ensure the secure handling of consumer data collected through the campaign, including email addresses, social media engagement metrics, and user-generated content.</p> <p>Throughout the campaign, Glowing Beauty emphasized transparency and informed consent, providing clear disclosures regarding data collection, usage, and sharing practices. The brand also collaborated with influencers to educate their audiences on the importance of data privacy and empower consumers to make informed decisions about sharing their personal information online. As a result of these efforts, Glowing Beauty's influencer marketing campaign received positive feedback from consumers, with high levels of engagement and trust. The brand's commitment to data security and privacy resonated with audiences, reinforcing its reputation as a trustworthy and responsible skincare brand in the digital age.</p> <p>Discussion Questions:</p> <ol style="list-style-type: none"> 1. How did Glowing Beauty prioritize data security and privacy in its influencer marketing campaign, and what strategies did the brand implement to ensure compliance with privacy regulations? 2. Discuss the role of influencer selection in promoting transparency and ethical conduct in the campaign, and how did Glowing Beauty collaborate with influencers to reinforce data privacy messaging? 3. In what ways can other beauty brands learn from Glowing Beauty's example and integrate data security and privacy considerations into their influencer marketing strategies? 			
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20.	a.	<p>Case Study: FitFusion</p> <p>In 2021, a global fitness brand, "FitFusion," wanted to launch a new influencer marketing campaign to promote its fitness app and attract more users. The brand partnered with five fitness influencers, each known for their expertise in different workout styles, such as yoga, HIIT, and strength training. FitFusion provided the influencers with access to their app and encouraged them to share their workout routines, progress, and experiences with their followers.</p> <p>As part of the campaign, FitFusion used various tools to analyze the impact and effectiveness of the influencers' content. They utilized Google Analytics to track website traffic and user</p>	20 Marks	L4	CO3
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engagement, monitoring metrics such as page views, session duration, and conversion rates. Additionally, FitFusion employed UTM parameters to track the performance of specific influencer-driven campaigns and measure their contribution to app downloads and subscriptions.

Furthermore, FitFusion monitored the usage of branded hashtags associated with the campaign on social media platforms like Instagram and Twitter. They analysed hashtag performance metrics, such as reach, impressions, and engagement, to gauge the visibility and resonance of the influencers' content with their audience. Additionally, FitFusion assessed influencers' Klout Scores to evaluate their overall influence and impact on driving brand awareness and user engagement.

Despite facing challenges such as fluctuating algorithm changes and platform limitations, FitFusion's influencer marketing campaign yielded positive results. The brand saw a significant increase in app downloads, user engagement, and subscription sign-ups, indicating the effectiveness of leveraging influencer partnerships and analytics tools to drive brand visibility and user acquisition in the competitive fitness market.

Discussion Questions:

1. How did FitFusion use Google Analytics to measure the effectiveness of its influencer marketing campaign? What specific metrics were analyzed, and how did they contribute to understanding user behavior and engagement?
2. Discuss the role of UTM parameters in tracking the performance of influencer-driven campaigns. How did FitFusion use UTM parameters to attribute app downloads and subscriptions to specific influencers or promotional efforts?
3. Evaluate the use of branded hashtags in the influencer marketing campaign. How did FitFusion analyze hashtag performance metrics to assess the reach, impressions, and engagement of the influencers' content on social media platforms?