

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET A

**SCHOOL OF INFORMATION SCIENCE
END TERM EXAMINATION - JAN 2024**

Semester : Semester V -2021

Course Code : CSA3068

Course Name : Social Media Marketing

Program : BCA Gaming and Graphics

Date : 08-JAN-2024

Time : 1:00 PM - 4:00 PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

5 X 2M = 10M

1. Recall the three steps of STP marketing. (CO1) [Knowledge]
2. Define Pricing. (CO2) [Knowledge]
3. Describe the process used to analyse customer viewpoints about products (CO2) [Knowledge]
4. Examine Honeycomb model and its working. (CO3) [Knowledge]
5. Prepare the steps that makes up customer buying journeys. (CO3) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5 X 10M = 50M

6. Explain Pricing and Channel Strategy that can be used for Understanding Customer Chain. Employ a pricing strategy that drives the supply chain to be a successful pricing strategy (CO1) [Comprehension]
7. Estimate STP Model for assessing it as a Planning Tool. Explain the various steps that can be used to do so. (CO2) [Comprehension]

8. Describe the role of an SEO to favour any business organisation digitally. Differentiate the types of SEO by contrasting it with each other.
(CO2) [Comprehension]
9. Examine how SOCIAL MEDIA MARKETING and Business goes hand in hand. Demonstrate how Social Media is used in India through various platforms and which among them is the most used platforms and why?
(CO3) [Comprehension]
10. Classify the validity of the step "Natural language processing and machine learning " and "Clustering Analysis" in assisting an effective social media analytics approach.
(CO3) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 20M = 40M

11. Explain Digital marketing strategy frameworks. Examine the rules one has to follow to improve the website traffic by including the right keywords for your content.:
(CO2) [Application]
12. Identify how popular companies like Starbucks, Airbnb and Walmart have applied segmentation, targeting and positioning to improve communication relevance in digital communication. Explain the benefits of STP marketing.
(CO3) [Application]