PRESIDENCY UNIVERSITY
BENGALURU

SET A

SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024

Semester : Semester III - 2022
Course Code : MBA3027
Course Name : Social Media Marketing
Program : MBA

Date : 17-JAN-2024
Time : 10:00AM - 1:00 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   **10 X 3M = 30M**

1. An advertiser wants to stay within a $200 budget and get 10 thousand ad views on the top-ranking online media resource. What is the CPM

                                                                 (CO1) [Knowledge]

2. Which is the target segment for Twitter ? Justify.

                                                                 (CO1) [Knowledge]

3. When do you use face book ad over instagram ad ?

                                                                 (CO2) [Knowledge]

4. Which type of generations that you target for face book and Instagram. Justify.

                                                                 (CO2) [Knowledge]

5. When do you use Linked as the preferred social media platform. Who is the target audience.

                                                                 (CO3) [Knowledge]

6. What is hash tag campaign ? How the use of using hash tags in the post ?

                                                                 (CO3) [Knowledge]

7. What is Hootsuit? What is the use of it?

                                                                 (CO4) [Knowledge]

8. A person can spend upto Rs 500 every day to run a Facebook campaign. His sole objective is to increase the number of views of his video. If he wants to have a 2500 ad. His CPM would be?

                                                                 (CO4) [Knowledge]

9. What are pixels? Discuss its role in creating thamb nail, profile pic, cover page etc

                                                                 (CO5) [Knowledge]

10.   How do you create the you tube channel? What is the eligibility to monetise the you tube channel?

                                                                 (CO5) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   **6 X 7M = 42M**

11. Facebook is a social networking site that makes it easy for us to connect and share with family and friends online. It has various features which can be used for product promotion. Mr. Suresh is running a restaurant in Shimoga on BH Road. It is on the highway. It is often visited by celebrities from sandalwood. Explain how this can be leveraged by him on Facebook.

(CO1) [Comprehension]

12. Digital Gurus, the digital marketing club of SOM, Presidency University is planning to conduct an intercollege students fest - Digital Fusion Dec 2023. They are targeting all the colleges in and around Bangalore. As part of their on-going marketing effort they are planning to launch a 10 day face book paid ad campaign from 25th Dec to 5th Jan 24 to boost the registration from students who are studying BBA/MBA in Bangalore. They also got a budget approval to spend nearly 500 per day. Highlight the Facebook ad campaign with respect to all the three levels based on the above parameters to increase the registration among students.

(CO2) [Comprehension]

13. Abi, an young entrepreneur would like to use whatapp to leverage the online sale of his home made chocolates. Discuss the difference between Whatsapp business and Whatsapp API so that he can choose the platform which suit to his need.

(CO3) [Comprehension]

14. Publishing content in the right media is the most important step in social media campaigning. Explain the steps in the process of publishing a campaign for instagram using canva. Explain any two reasons for the popularity of Canva as a tool of social media campaign creation.

(CO4) [Comprehension]

15. Gagan, a fesh graduate would like to start his own blog using youtube channel as a source of secondary income. Discuss the process of creating his own youtube channel, concept of playlist and eligibility for monetisation.

(CO5) [Comprehension]

16. Suresh, a member of digital gurus has his personal Instagram account with good number of followers. He was given a challenging task to generate lead for the admission by initiating a paid campaign using Instagram. Discuss the type of account, different stages and options that he needs to choose to complete the assigned task.

(CO5) [Comprehension]

ANSWER ALL THE QUESTIONS   **2 X 14M = 28M**

17. For the reveal of their new urban sphere concept car, Audi and its partner agency We Are Social turned to Twitter to boost the launch, tapping into millions of auto enthusiasts on the platform to drive real-time conversation.

    Activated in Germany, Austria, Switzerland, and Finland, the first stage of Audi's urbansphere campaign was raising awareness of the pending livestream launch. To do this, Audi utilised a Video Ad, teasing the upcoming launch and offering brand notifications to encourage sign-ups for the event. All users who signed up received a reminder notification on the day to watch the launch, which effectively drove audiences through to the livestream page.

    To amplify awareness further, a Twitter Takeover was also deployed on the day of launch, with Audi placing the urbansphere's teaser content at the top of the Timeline and the Explore tab, linking audiences to Audi's livestream to discover more. This ensured that auto-enthusiasts were aware of the launch as it happened, encouraging engagement with the campaign there and then.

    After the successful livestream, Audi didn't rest on the laurels of a successful launch. The original Twitter Takeover asset was updated to showcase the newly revealed urbansphere, allowing [@AudiOfficial](#) to promote the concept to the widest audience possible.

    In the following days, conversation around the launch was humming amongst the auto enthusiasts, with over 1.9k mentions of the #WorldPremiere hashtag used after the urbansphere's launch. This buzz was sustained by [@AudiOfficial](#) through further video ads, which promoted the urbansphere reveal to those who had missed out on launch day.

    The Success
    With a total of 8.9 million impressions for their Twitter Takeover and a 3.2% engagement rate, Audi's campaign was a phenomenal success. Having successfully reached the auto enthusiast audience, not only did they continue to drive engagement and discussion around their concept car launch for a third time, but [@AudiOfficial](#) also achieved a video view rate that was 46% higher than its nearest competitor.
    Questions:
    1. Discuss the difference between Reach and engagement.
    2. What is strategy? Discuss the digital marketing strategy used by Audi to achieve the phenomenal success.
    3. Would you recommend the similar strategy for Audi with Twitter as its platform in india. Justify

                                    (CO1) [Application]

18. Argos, a UK-based toys, trinkets, and home furnishings retailer implemented a new basket abandonment email.

    They retarget customers who abandoned their online shopping cart with personalized follow up messages in their inbox by using browsing data and email engagement. The follow up email would offer up to six alternative products that the customer might be interested in, based on what's in their abandoned cart, as well as their demographic information.

    Although this might seem a bit underhanded, Argos was obtaining all their information legally, and the campaign bolstered their conversion and revenue.

    Questions:
    1. Relate the above case with AIDA.
    2. What are the other ways for retargeting apart from email marketing?
    3. Discuss few KPIs that need to be considered to ascertain the success of email marketing.

                                    (CO3) [Application]