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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - NOV 2023**

Semester : Semester III - 2022

Course Code : MBA3027

Course Name : Sem III - MBA3027 - Social Media Marketing

Program : MBA

Date : 3-NOV-2023

Time : 10:00AM - 11:30AM

Max Marks : 50

Weightage : 25%

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 2 = 10M)

1. Youtube in recent times has become a default search site. Extend any two ways of how brands use influencers via youtube for product promotion.
(CO1) [Knowledge]
2. Linkedin groups and Linkedin company pages offer two different ways for an organization or business to engage with their audience. List the differences between the two.
(CO1) [Knowledge]
3. Review any two reasons for Facebook emerging as a leading mode of social media marketing.
(CO1) [Knowledge]
4. Social Media Platforms have so much to offer to customers of present day business. List any two discussion forums available online.
(CO2) [Knowledge]
5. Social media have become popular as mode of promotion. Defend the reasons for Linkedin being a popular professional social media platform.
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(3 X 6 = 18M)

6. You have a tight budget of 10,000 and facebook ad charges Rs 50 for every single click. It was found from the past data that whoever visits your website, 2.5% of them buys the product. Report the conversion for this case.
(CO1) [Comprehension]

7. Recognise the importance of engagement in social media post and come up with engaging social media post (Ad copy) by having appropriate captions, CTA, hashtag etc to increase the number of registration for your upcoming intercollege student fest- Digital fusion 2023
(CO1,CO2) [Comprehension]
8. Azeem has got to know from his friend that Linked is the preferred platform to Generate lead in B2B platform.
Summarize the steps that he need to follow to generate sales using LinkedIn.
(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(2 X 11 = 22M)

9. 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:

Relate the above case with AIDA

What are the other ways for retargeting apart from email marketing

Discuss few KPIs that need to be considered to ascertain the success of any email marketing.

(CO1) [Application]

10. In case, If you are given Rs 25 Lakhs, What type of Digital Marketing Business your start. Discuss its business plan including its product, Target Customer, ROI etc.

(CO2) [Application]