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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Semester**: V

**Course Code**: BBA3061

**Course Name**: SOCIAL MEDIA MARKETING

**Program** : BBA

**Date**: 01 / July / 2024

**Time**: 09.30am to 12.30 Pm

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. List out the characteristics of social media marketing (C.O.No.1) [Understand]

2. Differentiate between Social Media Marketing and Social Media Optimization (C.O.No.1) [Understand]

3. Define social media strategy. (C.O.No.1) [Remember]

4. Discuss the Instagram hashtag strategy. (C.O.No.3) [Understand]

5. Write a note on google analytics. (C.O.No.4) [Remember]

6. Brief about the A/B testing and its importance. (C.O.No.3) [Understand]

7. Discuss the role of QR, AR, and VR in the mobile marketing. (C.O.No.5) [Understanding]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Develop a social media engagement strategy for a brand of your choice. (C.O.No.1) [Create]

9. Analyze the steps in content creation on social media platforms. (C.O.No.2) [Analyze]

10. Outline the key components of a Facebook ad campaign. Explain the importance of each component in creating a successful campaign. (C.O.No.3) [Evaluate]

11. “Influencers play a major role in social media campaign success”. Critically evaluate. (C.O.No.3) [Evaluate]

12. Describe the LinkedIn marketing strategy for B2B marketing. (C.O.No.4) [Apply]

13. Explain the Email marketing tools, deliverability and automation for promoting a new product/service. (C.O.No.5) [Apply]

14. Explain the metrics/KPIs used to measure the success of a mobile marketing campaign? (C.O.No.5) [Evaluate]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. Evaluate the effectiveness of a social media strategy cycle for a specific digital product of your choice. (C.O.No.1) [Evaluate]

16. Develop a comprehensive Facebook advertising campaign for a specific product, utilizing a variety of ad formats. (C.O.No.3) [Create]

17. The case study "Influencers: Key Voice in Driving Brand Value of Beauty Products" illustrates how cosmetics companies, from multi-nationals to start-ups, are profiting from influencer marketing on YouTube, Facebook, and Instagram. These brands utilize exhaustive social media campaigns and influencer marketing deals to reach their target market and few have mastered it like four-year-old Mama earth.

From your favorite YouTube vlogger to an established Instagram influencer, Mama earth’s brand integration is pervasive across social media platforms. The brand leaned heavily on its marketing campaigns to grow its scale and the jump in revenues is evident. Mama earth used influencers to scale its income 6.5X to Rs 110 Cr. Influencer marketing has helped Mama earth bring out new beauty products and make their brands more well-known. Mama earth used influencer marketing to promote brand relevance, consumer engagement, brand ethos, and product penetration.

The case study concludes that influencer marketing will develop rapidly due to consumer trust in influencers, their larger reach, and the steady replacement of TV time with mobile screen time. Marketers liked micro- and nano-influencers because of their expertise and genuine interest in companies.

A. How marketers can create influencer marketing campaigns as per the promotional objectives.

B. How the influencer marketing campaign’s success can be measured.

(C.O.No.3) [Create]