UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2022

Course: Social Media Marketing
Semester: III
Program: B.Com (Hons.) BMI+E Com, BBA (Digital Business)   Time: 03 hrs.
Course Code: MKTG 2008   Max. Marks: 100

Instructions:

SECTION A			
10Qx2M=20Marks			
S. No.	Statement of question	Marks	CO
Q 1	Which of the following refers to the way we represent ourselves via text, images, sounds, and video to others who access the Web? a) Digital identity. b) Life stream. c) Social footprint d) Digital brand name.	2	CO1
Q 2	A competitive social media analysis refers to a) In which social media channels and specific vehicles are competitors active? b) How do competitors present themselves in those channels and vehicles? c) Who are competitors' fans and followers? d) How do fans and followers respond to the competitor brand's social activity? e) All of the above.	2	CO1
Q 3	Which type of segmentation refers to segmenting markets by age, gender, income, ethnic background, educational attainment, family life cycle, and occupation? a) Geographic b) Demographic	2	CO1

	c) Psychographic. d)Behavioral		
Q 4	The social media mix is composed of which of the following? a) Advertising, consumer promotion, personal selling, and public relations. b) Direct marketing, word-of-mouth promotion, telemarketing, and infomercials. c) Social communities, social publishing, social entertainment, and social commerce. d) Product, price, promotion, and place. e) The traditional marketing mix plus the target market.	2	CO1
Q 5	Which of the following people will propagate a brand's message and invite others to the experience? a) Followers b) Influencers c) Lurkers d) Bloggers. e) Web crawlers.	2	CO1
Q 6	Which of the following is considered the final stage of the strategic planning process? a) Select the social media channels and vehicles. b) State the objectives. c) Create an experience strategy. d) Execute and measure the campaign. e) Gather insight into the target audience.	2	CO1
Q 7	IBM launched a site for its employees called BeeHive that enables them to post profiles, maintain a blog, participate in discussion groups, and share files. This is an example of which of the following? a) Internal Social Network b) Backchannel c) External social network. d) Activity Stream	2	CO1
Q 8	Which of the following best describes secondary content?	2	CO1

	a) A visual element used to change the aesthetic of a web page.		
	b) An option to have one's profile reflected back to oneself from the perspective of others.		
	c) A small digital badge that people can embed in emails and on websites to share their contact information and social affiliations.		
	d) Enables users to project an identity more vividly to others within a community.		
	e) What others create that we feel is worth redistributing to our social networks		
Q 9	Define PPC?	**2**	**CO1**
Q 10	What do you mean by SEM?	**2**	**CO1**

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SECTION B
4Qx5M= 20 Marks

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Q. 11	What are the supporting components of the Social Media Value chain? Or What are the building blocks of social media?	**5 Marks**	**CO2**
Q. 12	Write short notes on: a) Social Commerce b) Brand Integration *Or* Blogs	**5 Marks**	**CO2**
Q.13	How do brand engage consumer in social communities?	**5 Marks**	**CO2**
Q. 14	Social media marketing have advantage over traditional marketing. Explain.	**5 Marks**	**CO2**

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SECTION-C
3Qx10M=30 Marks

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Q. 15	Explain how social shopping applications and tools affect the consumer decision-making process.	**10 Marks**	**CO3**
Q. 16	What are the common errors and biases associated with social media research? Explain with suitable examples. Or Explain all the stages of Social Media Marketing Framework.	**10 Marks**	**CO3**
Q. 17	Analyze the social media practice of a) two IT companies b) two FMCG companies Do the social media practices vary from sector to sector? If yes, identify the causes for variation.	**10 Marks**	**CO3**

	SECTION-D **2Qx15M= 30 Marks**		
Q. 18	You are a Digital Brand Manager for a company marketing cosmetics/ fashion accessories, and you would like the approval of senior management for investment in Instagram influencer advertising instead of traditional television advertising. You have fifteen minutes to present your argument to the board. Outline your justifications and action plan for Instagram influencer advertising.	**15 Marks**	**CO4**

Q. 19	"Product positioning is the process of deciding and communicating how a company wants its target customers to think and feel about its product." Analyze this statement with the help of examples. Explain the positioning of the following brands/products:
	   (a) Royal Enfield (b) LinkedIn
	   (c) Tesla (f) One Plus Mobile
	
	Or
	SBI is very much popular in attracting old age customer and government employees. Now, SBI chairman has decided to be popular among youth also. You are Social Media Strategy Manager with SBI. SBI Chairman seeks your help to run social media campaign which will help to be popular among youth. What are the various Social Media Campaign you will suggest to the Chairman which will help SBI to become popular among youth. Also suggest various ways how you can make the campaign viral?
		15 Marks	**CO4**