

Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2019

Course: Social Media Marketing
Program: BBA- E-Business
Course code: MKTG2008
Instructions:

Semester: V
Time: 03 Hours
Max. Marks: 100

SECTION A

(20 Marks)

Q.1:	Multiple choice questions- 2 marks each	Marks
i)	Which of the following is not a standard in online advertising? a. Referrals links b. Static banners c. Banner d. Signal e. Dynamic banners	2 Marks CO2
ii)	Internet advertising has some weaknesses because a. It is not easy to track b. It cannot reach a global audience c. It is not emotive d. It does not deliver good targeted reach	2 Marks CO3
iii)	Which of the following is not a weakness of using online in the media plan? a. It is subject to high levels of clutter b. It can reach a global and local audience c. It can be intrusive d. It is not emotive	2 Marks CO2
iv)	What is unique about social media marketing? a. Can combine game and other elements b. Interactive communication c. Generates contacts quickly d. All of the above	2 Marks Co3
v)	What is “social media optimization”? a. Creating content which easily creates publicity via social networks b. Writing clear content c. Creating short content which is easily indexed d. Hiring people to create content for social networks	2 Marks CO1
vi)	Social media audiences differ from those of traditional media because a. Traditional media audiences consume material created FOR them while social media audiences either dictate the type of product they want or bypass traditional producers to find products more suitable to their particular needs or desires. b. Traditional media audiences tend to be within a certain age, gender and socio-economic group, while social media appeals to virtually every age, gender and economic status. c. Social media audiences tend to be the millennial generation while traditional media are mainly Gen-Y.	2 Marks CO1

	d. None of the above	
vii)	Unsolicited e-mail advertising is known as _____. a. Newsgroup b. Junk ads c. Spam d. None of the above	2 Marks CO2
viii)	As the definition of social media develops, what is one underlying element? a. The intersection between technology, social interaction, and sharing information. b. Microsoft is the primary developer. c. Use of the various elements is free. d. All of the above e. None of the above	2 Marks CO1
ix)	How is site traffic useful in evaluating marketing? a. Overall site traffic can be followed and a general idea of marketing's impact on it can be determined b. There is no correlation site traffic and marketing c. Ads can send receivers to a specific landing page, which can be tracked d. Product sales from the company website can be attributed directly to the marketing campaign	2 Marks CO3
x)	Blogs or weblogs are a. Web pages of short, frequently updated postings by an individual that are arranged chronologically. b. Messages of 140 characters or less. c. A category for discussion groups within Usenet. d. A web page that allows anyone to edit it. e. None of the above	2 Marks CO1

SECTION B

(20 Marks)

Q.2:	What is social music?	5 marks CO1 & CO2
Q.3:	Write short notes on: a) Virtual currency b) Blogs Or Crises Management	5 marks CO2 & CO3
Q.4:	Digital environment are participatory, procedural, spatial and encyclopedic. Comment.	5 marks CO3
Q.5:	What is Twitter? How can we use twitter as a research tool?	5 marks CO2

SECTION-C

(30 Marks)

Q.6:	What are the phases of social media marketing maturity? How does social media marketing change for companies as they shift from the trial phase to the transition phase and eventually move into the strategic phase?	15 Marks CO1 & CO3
Q.7:	What are the characteristics of social games and gamer segments? How can marketers effectively use social games? How are alternate reality games different from other social games? Or	15 Marks CO3& CO4

	What is social entertainment? What are the type of social entertainment?	
SECTION-D		(30 Marks)
Q.8:	<p>Analyze the social media practice of</p> <p>a) two <i>IT</i> companies</p> <p>b) two <i>FMCG</i> companies</p> <p>c) two <i>banking</i> organization</p> <p>Do the social media practices vary from sector to sector? If yes, identify the causes for variation.</p> <p style="text-align: center;"><i>Or</i></p> <p><i>Dove</i> has been increasingly successful in the viral marketing arena. Document <i>Dove's</i> campaign.</p>	15 Marks CO2 & CO4
Q.9:	<p>Why Marketing "<i>Through Social Media is a Must For Every Small Business</i>"?</p> <p>Elaborate your answer with suitable examples.</p>	15 Marks CO 3