

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**  
**End Semester Examination (Online) – July, 2020**

**Program: BBA(CORE), Marketing Specialization**  
**Subject/Course: Social & Digital Media Marketing**  
**Course Code: MKTG 2009**

**Semester : IV**  
**Max. Marks: 100**  
**Duration : 3 Hours**

**IMPORTANT INSTRUCTIONS**

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.

		Marks	COs
Q.1	The traffic-building goals of any organization should aim at maximizing short-term/ long-term profit, minimizing cost per action (subject to volume targets). Maximizing actions, subject to spending capacity. Comment	20	CO 1 CO 3
Q.2	What budgetary considerations should be taken into account when embarking on Pay-per-click campaign?	20	CO 2 CO 3
Q.3	Reliance has launched its 4G mobile brand Jio with much fanfare and advertising spend. Can you compare and contrast its digital marketing efforts on five key social media channel? What were your key observation on: a) Social Media goals b) Social Media strategy c) Social media messaging d) Campaign execution e) Campaign feedback	20	CO 2 CO 4
	<p style="text-align: center;"><b>Case study</b> <b>Shopper Stop- Facebook and apps for Marketing</b></p> <p>Retailing is a thriving business in India and Shoppers Stop is among the first retailers in India to acknowledge and use the potential of digital and social media to connect and engage with its customers. The</p>		

brand has increasingly focused on social media and the digital space to market its products. Shoppers Stop has a well-entrenched presence on major social media platforms such as Facebook, Twitter, and YouTube. Shoppers Stop is using a '*Perfect for Me App*' on Facebook to build consumer engagement and drive sales, and approached this objective by celebrating the acquisition of a million fans on Facebook by giving a ₹200 discount to all their Facebook fans. Loyalty analysts has enabled the retail giant to get repeat business from Facebook, as this activity earned the brand ₹2 crore business from 10,000 customers. The retail player has been successfully able to leverage its online presence to expand its consumer base.

By using business intelligence technology, the company is able to garner consumer-specific intelligence and is now moving towards integrating social media data with customer buying behavior to understand consumer trends and behavior, and to churn out more well-directed, targeted consumer-specific campaigns. The Perfect for Me App is a step further in this direction. There are few benefits of Perfect for Me App:

- Drive traffic to company website
- Gain insights into online consumer behavior
- Sharing sparks Facebook conversations
- Ease of navigation

#### ***The Perfect for Me App***

*The Perfect for Me App* is a dedicated Facebook App, which is hosted on the Shoppers Stop Facebook page. The idea behind the App is to help a consumer discern what he/she and his/ her friends like the most from a catalogue of clothes made just for them. The consumers have to like the page to use the App. While they wait for the App to launch, they can watch a video that pops up on the screen. As a consumer enters the App, he/she is given access to a variety of videos showcasing Shoppers Stop offerings. The consumer can traverse through a collection of apparel and accessories that pop up on the screen. The App allows consumers to choose their favorites and also see what their friends like. Once a consumer likes a particular product, a pop up screen stimulates the consumer to share the product on his/her wall, also telling others why he/she likes it.

The advantages of using the *Facebook App* as follows:

- The App allows organizations to gain insights into consumer behavior online.
- Ease of navigation allows consumers to identify products on offer,

	<p>make choices, with their friends. While enhancing consumer self-belief and garnering peer appreciation for the consumer, Apps like these serve as excellent tools to influence the consumer thought process.</p> <ul style="list-style-type: none"> <li>• The process of sharing on Facebook sparks conversations related to products in the virtual space and may intrigue consumer’s friends enough to stimulate trial and purchase.</li> <li>• Consumers can like certain things from the App, following which the App shortlists the same, making it easier for the consumer to take buying decisions. The benefit to Shoppers Stop accrues in the form of insights on what is popular and what consumers like.</li> <li>• App like these are effective in driving traffic to the website.</li> </ul> <p>Social media sites have launched a series of new features to try to cater to businesses looking to ride the social media revolution. Facebook recently launched Facebook Exchange to target users more precisely with campaigns for those searching for home loans with ad campaigns on their news feeds. Elsewhere, LinkedIn launched a targeting tool used by the likes of American Express to target affluent users with bespoke programs. Even newer sites Pinterest has have seen a heightened corporate interest to observe the social media interest of young and middle-aged women’s social media habits. While Twitter has become the place to track politicians, celebrities and sportsmen, businesses too are sensing an opportunity to use promoted tweets, trends, and accounts to build their brands.</p>		
<p><b>Q.4</b></p>	<p>How is Shoppers Stop making use of the following to leverage the virtual medium to build consumer engagement and drive sales?</p> <p>a) Loyalty Analytics b) Business intelligence technology</p>	<p><b>20 Marks</b></p>	<p><b>CO2 CO3 CO4</b></p>
<p><b>Q.5</b></p>	<p>How does the <i>Perfect for Me App</i> facilitate the consumer experience on the Shoppers Stop Facebook page? <i>Or</i> Profile Facebook’s any advertising campaign in India.</p>	<p><b>20 Marks</b></p>	<p><b>CO2 CO3</b></p>

## ANSWERS