

Name:

Enrolment No:



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

Course: Social and Web Analytics

Semester: IV

Program: BBA(DM/E-Business)

Course code: DSBA 2002

Max. Marks: 100

Time: 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.
4. **Out of 6 Questions do any 5**

		Marks	COs
Q.1	What is data visualization and what is the power of visualization? How it is different from Data Analytics	20	CO1
Q.2	Explain the difference between Reach and Engagement. How can we get the insights of Reach and Engagement on Facebook? Explain with Funnel Approach	20	CO2
Q.3	Explain the need and importance of Social media Analytics for marketers.	20	CO2
Q.4	What is Facebook Campaign? Create a campaign for Parle as a confectionary brand.	20	CO3
Q.5	In what ways can you measure social media return on investment (ROI)?	20	CO2

<p>Q.6</p>	<p>Case Study</p> <p>Honda Cars India is one of the pioneers in the automotive industry in India, with a 70 -year legacy in engineering and technology. In India, compact sedans and eSUVs are on the rise. To successfully dominate both segments, the auto brand hired Interactive Avenues, one of the first full -service digital agencies in the 142 country. The agency used the Facebook family of apps to raise awareness and drive consideration for both the Honda Amaze and Honda WR -V. In the automotive category, the customer journey is a long process that involves extensive research before people take action. With this understanding, Honda Cars India adopted a “full -funnel” strategy, which consisted of running two campaigns on Facebook. The first campaign had an awareness objective and was aimed at promoting discovery. The second had a conversion objective to encourage purchases. Together with its marketing agency, Interactive Avenues, Honda Cars India looked to Facebook for the customer insights and quality leads that would effectively drive discovery and sales for the Honda Amaze and Honda WR -V. With demographic and location targeting, Honda Cars India reached people in specific regions and cities in India. The brand used reach and frequency buying to connect with its audiences often enough to have an impact. It used a storytelling strategy to arrange the ad sequence, and selected automatic placements to run the campaign across Facebook family of apps to reach more people. The brand ran attractive photo and video ads in a carousel format, which featured the cars’ key highlights to grab people’s attention and deliver impactful messaging. Interested customers could click through to learn more about the car models on the Honda Cars India website. Honda Cars India used information from the Facebook pixel on its website to create Custom Audiences of people who: completed a lead form but weren’t verified leads, were verified leads who did not take a test drive, took a test drive but did not purchase. The brand customised ads for each group to reach them again and entice them to take action. The brand also determined the level of purchase intent from the video view duration and served ads showing car features to those with low intent, ads featuring car reviews to people of medium intent, and ads highlighting introductory offers to those with high intent. It also created lookalike audiences based on the Custom Audiences to reach more potential customers. Honda Cars India served its ads in different languages (English, Hindi and Tamil) to people in different regions of India. By engaging its regional audiences in their native languages, the brand enhanced ad recall and drove higher brand association. The brand also partnered with the Facebook team to transform its existing photo assets into mobile -optimised videos. The videos were short, edited for sound -off viewing and framed for mobile phones. Using Facebook’s easy -to -use Create to Convert framework,</p>	<p>20</p>	<p>CO3</p>
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	<p>Honda Cars India also added lightweight motion to the photos and turned them into videos with a clear call to action at the end to encourage conversion</p> <p>(a)“Do you think it is wise step to launch the campaign on social media”: Justify the statement.</p> <p>(b) Explain various pros and cons of campaign use by Honda.</p>		
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ANSWERS