

Name:
Enrolment No:



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

Program: BBA(Digital Marketing)
Subject/Course: Social Media Marketing
Course Code: MKTG 2008

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	Stuart Elliot noted in his advertising column in the <i>New York Times</i> that brands are increasingly including social media lingo in ads designed for traditional media. The practice is known as <i>borrowed interest</i> . For example, an ad using this tactic might leverage the word 'like' and a thumbs-up symbol or include the word "Hashtag" in conversation. Are these "ripoffs" of social media culture effective? Explain.	20	CO2 CO4
Q.2	What is the role of social publishing in social media marketing? How do we social media marketers utilize search engine optimization and social media optimization to meet marketing objectives?	20	CO1 CO3
Q.3	What does a company need to keep in mind while designing a Facebook page for its product brands? How does the target segment define the contents, colors, and characteristics of the Facebook page?	20	CO2 CO3
	<p style="text-align: center;">Case Study</p> <p>A startup seeks to solve age-old problem with social app Brand: TheGiftWant.com</p> <p>Before there was Facebook, there was Myspace. Before there was Google, there was Netscape. Innovation, by Google's definition, includes the process of changing, altering, or revolutionizing. TheGiftWant.com is a company that began development in late 2017 with the intention of innovating the gift-giving and gift-receiving industry online.</p>		

	<p>The concept is familiar: TheGiftWant.com is a way to create and send gifts lists online. Anyone who has used Amazon.com’s gift lists or has created an online gift registry for a wedding (Target.com) or a baby shower (BabiesRU.com) is at least familiar with what an online registry is. It’s a fast and easy way to select the gifts you want, and communicate these interests to friend and family.</p> <p>The innovative quality supplied by TheGiftWant.com is that gift lists created on the site can seamlessly include products from Amazon.com, Target.com, and BabiesRU.com. In fact, the list can include products from virtually any e-commerce site- all with one click of a downloadable applet.</p> <p>The idea of the website originated after founder and CEO, Tony Emma, “received one to many paperweights” from his wife’s sisters for Christmas. He began to ask people if they had ever received a gift they really didn’t want, or given a gift they weren’t sure was appropriate. From kid’s birthday parties to college graduations, everyone could relate.</p> <p>The company plans to engage thousands of users in the first 2 years following launch. With 25 years of experience in the marketing industry, Emma is optimistic about reaching these numbers. His energies thus far have been focused on working side by side with developers to create the site he has envisioned; however, he sees great potential for exponential growth as the site gains exposure.</p> <p>The type of URL aggregation the TheGiftWant.com provides is similar to the one-click ease of Pinterest. In addition to easily being able to add gifts to lists, users will be able to share lists via social media and email. As the site develops, users will be able to make lists public or private, pursuing gifts using keyboards for ideas. If the idea is as sticky as the company hopes, TheGiftWant.com will replace all other online gift lists.</p>		
<p>Q.4</p>	<p>TheGiftWant.com is an online start-up company that will rely on social media for consumer participation. What kind of strategy social media marketing channels should focus? What vehicles should they use? And why?</p>	<p>20 Marks</p>	<p>CO1 CO3 CO4</p>
<p>Q.5</p>	<p>In the summer of 2017, the company stated the goal of achieving 10,000 engaged users by the end of 2018. Keeping in mind that the majority of their investment has gone into website development, how would you suggest they achieve this goal? Do you think it’s a reasonable goal? Why or why not?</p> <p style="text-align: center;"><i>Or</i></p> <p>What metrics would you use to track the growth of TheGiftWant.com users? How would you reinforce early adopters so that they remain engaged? How long would you wait before “inviting” a dormant user back to the site? How would you incentivize them to return?</p>	<p>20 Marks</p>	<p>CO1 CO3 CO4</p>

ANSWERS