

Name:
Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End-Semester Examination – Dec 2020

Program: BBA (E-Business)
Subject/Course: Social Media Marketing
Course Code: MKTG 2008

Semester: V
Max. Marks: 100
Duration: 3 Hours

Instructions:

1. The student must write his/her name and enrolment no. in the space designated above.
2. Section A: **Type the Answer** question type. Students while answering will be shown a **text box** to type their answers
3. Section B & C: **Scan and Upload** question type. students are expected to write on a **plain white A4 answer sheets** and upload the snapshot of the answer
4. **STUDENTS ARE REQUIRED TO MENTION THEIR NAME, ROLL NO & PROGRAM ON EACH SHEET**
5. Students are expected to **mention correct question numbers** while answering them on Plain white A4 Answer She

SECTION A

1. Each Question will carry 5 Marks
2. Instruction: Complete the statement / True or False.

S.No	Question	CO
Q 1.	One advantage a non-profit has when opening a private social network is A. its tax-exempt status makes the startup cost of a private social network more affordable. B. its supporters tend to spend more time using social networks. C. that it has an immediate user base of people interested in the cause. D. its supporters have a higher tolerance for marketing messages. E. All of the above	CO1
Q 2.	Which of the following is an important aspect of creating blogs and posting content? A. Using a witty user name B. Posting at least once a month to the blog C. Social Media Optimization D. All of the above	CO1
Q 3.	What can a company do on Facebook apart from their page to create a following? A. Post more updates than usual B. Post controversial posts C. Use several pictures D. Use Groups, both companies originated and posting to other groups E. None of the above	CO1

Q 4.	How can a company ensure that the proper audience finds their YouTube videos? a. Post links on the company blog to the YouTube videos b. There is no method to effectively direct people to the company videos c. Use of keywords d. Sending out mail advertisements E. All of the above F. None of the above	CO1
Q 5.	What is meant by "micro-blogging"? A. Blogs which are posted by companies, not individuals B. Blogs with limited individual posts, limited by character count typically C. Blogging from mobile devices D. All of the above	CO1
Q 6.	What is meant by "guerilla marketing"? A. Using resources such as time, energy and imagination rather than money to market B. Using advertising spots which utilize gorillas to capture the audience C. Having a large scale marketing budget D. Using television ads instead of web ads E. A,B &C F. C & D E. None of the above	CO1
SECTION B		
1. Each question will carry 10 marks 2. Instruction: Write short / brief notes		
Q7.	What makes a game social? Explain the characteristics of social games.	CO2
Q8.	Think of a recent campaign (by any type of organization) that you came across on the digital landscape (website / Social media / etc.). Did you like or dislike the campaign? What were the reasons for the same? (Explain aspects of the campaign in brief).	CO2
Q9.	You are a marketing solutions provider in a prominent city in Uttarakhand, with ambitions of becoming a national marketing consultant. How can LinkedIn and Twitter be helpful to you? Explain the tools which you would use on these platforms.	CO3
Q10.	How can social content be promoted? What do social news and social bookmarking sites play in content promotion?	CO3
Q11.	What are the most important segments of social media customers? What do they tell us about targeting users of the social web?	CO3
SECTION C		
1. This section carries 20 Marks. 2. Instruction: Write long answer.		

Q12.	<p>Explain how social shopping applications and tools affect the consumer-decision making process. Describe the psychological factors that influence social shopping. How do ratings and reviews provide value for consumer and e-retailers?</p> <p style="text-align: center;">OR</p> <p>Why do some organizations enter the trial phase without planning and research? Is there value in getting social media experiences before social media marketing becomes part of the marcom plan? Explain the phases in the social media marketing maturity life cycle.</p>	CO4
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