

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, May 2019**

**Course: SOCIAL MEDIA MARKETING (MKTG-2008)**

**Semester: IV**

**Programme: BBA- DM**

**Time: 03 HRS.**

**Max. Marks: 100**

**Instructions:** This question paper consists of four sections viz. A, B, C and D respectively. Section A & D is compulsory. Attempt **any four** questions from section B and **any three** questions from section C. **Be precise in answering the questions and adhere to the time limit.**

**SECTION A (2\*10=20MARKS)**

S. No.		Marks	CO
Q 1	<b>Which of the following describes the process of dividing a market into distinct groups that have common needs and characteristics?</b> A) Behavioral segmentation. B) Market segmentation. C) Lifestream aggregation. D) Social media addiction. E) Handle squatting.	2	1
Q2	<b>North Face can expect to sell more parkas to people who live in winter climates, whereas Roxy will move more bikinis in sunny vacation spots. This is an example of which of the following?</b> A) Geographic segmentation. B) GPS technology. C) Market segmentation. D) Demographic segmentation. E) Behavioral segmentation.	2	1
Q3	<b>Which of the following are mobile apps provided by brands to help consumers take care of their lives' requirements more efficiently?</b> A) Search engines. B) Digital collaborators. C) Lifestream aggregators. D) Brand butlers.	2	1
Q4	<b>Which of the following ad types would not appear on a website?</b> A) Display ad. B) Banner ad. C) Rich media ad. D) Text ad. E) Print ad.	2	1
Q5	<b>Which term refers to brands that inspire passionate loyalty in their customers?</b> A) Lovemarks. B) Brand loyalty. C) Psychographic. D) Benefit brands.	2	1

	E) Behavioral.		
Q6	<b>Which of the following refers to the way we represent ourselves via text, images, sounds, and video to others who access the Web?</b> A) Digital identity. B) Lifestream. C) Social footprint. D) Digital brand name. E) Digital primacy.	2	1
Q7	<b>Digital technology has always existed for which group of people?</b> A) Digital immigrants. B) Digital natives. C) Desktop veterans. D) Drifting surfers. E) Lifestream aggregators	2	1
Q8	<b>Your digital identity is made up of which of the following?</b> A) Your Facebook and Twitter accounts. B) Your social footprint and lifestream. C) Your handle and RSS feed. D) Your digital brand name and digital primacy. E) Your digital collaborators and critics.	2	1
Q9	<b>A quick search of Twitter for actor Hugh Jackman turns up several people listings, including @RealHughJackman, @JackmanHugh, @HughJackman, and @H_Jackman, among others. Only one is the "real" Hugh Jackman. The others are probably which of the following?</b> A) Lifestreaming. B) Avatars. C) Handle squatting. D) Brand butlers. E) Lurking.	2	1
Q10	<b>Small pieces of data that are dropped onto consumers' hard drives, often used to track searches, site visits, clicks, and even the contents of electronic shopping carts are referred to as which of the following?</b> A) RSS feeds. B) Cookies. C) Roving nodes. D) Social media touchpoints. E) Banner ads.	2	1

**SECTION B (5\*4=20MARKS) ANY FOUR**

S.No.	ANSWER THE FOLLOWING QUESTIONS BRIEFLY	Marks	CO
Q1	What are the Zones of Social Media Marketing?	5	1
Q2.	What marketing objectives can brands meet using social media marketing?	5	2
Q3	Who creates the content published in social channels? What kind of content can be published?	5	2
Q4	What are the phases of social media marketing maturity?	5	1
Q5	How do social networking communities enable user participation and sharing?	5	2

**SECTION-C (10\*3=30MARKS) ANY THREE**

S.No.	ANSWER THE FOLLOWING QUESTIONS IN DETAIL	Marks	CO
Q1	Social consumers predict different behaviors online. Based on social technographic ladder explain in detail various kind of social consumers with suitable examples.	10	3
Q2	Social commerce is the future of e-commerce. Do you agree with this statement? Justify your answer with suitable illustrations form e-commerce industry.	10	3 & 4
Q3	What is LARA framework in social CRM. Explain the significance of this framework in managing customer relationships via social media platforms	10	2 & 3
Q4	Explain in detail various phases of social media marketing maturity with the help of suitable examples.	10	2 & 3

**SECTION-D (15\*2=30MARKS)**

S.No.	Read the following case and the questions that follow	Marks	CO
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***Case study – Dell Starts Listening***

Dell Computer has always been America's darling with its high-quality equipment, direct distribution model, and great customer service. Yet, in June 2005, Dell was brought to its knees by a single blogger-Jeff Jarvis of BuzzMachine.com:

"I just got a new Dell laptop and paid a fortune for the four-year, in-home service .... The machine is a lemon and the service is a lie ....DELL SUCKS. DELL LIES. Put that in your Google and smoke it, Dell."

This post brought a hailstorm of similar customer service complaints that lasted for nearly 2 years, and this issue has come to be known as "Dell's Hell." What happened?

Wanting to pare costs, Dell followed a current trend and outsourced its technical customer service to a firm in India in the early 2000s. Things looked great as costs dropped and market share increased to 28.8 percent the following year (2004), according to the global market intelligence firm IDC. However, complaints about the customer service also increased: Better Business Bureau complaints rose by 23 percent and Dell's customer satisfaction declined by 6.3 percent, according to a University of Michigan survey. A 2005 Google search for "Dell customer service problems" returned nearly 3 million links. Clearly, the outsourcing strategy was not having the desired effect.

Like many companies, Dell decided to sit tight for a year and wait for the online complaint storm to pass. When it did not stop, Dell appointed a digital media manager to "deal" with the internet chatter. Lionel Menchaca initiated several Dell blogs in multiple languages as mechanisms for handling customer complaints and ideas, and to have conversations with stakeholders about the problems and Dell's actions to fix them. IdeaStorm.com is a notable blog and social medium where users post ideas and vote on them, with the best percolating to the top. Dell responds to the ideas, makes changes in the company, and reports on the progress. In the first 3 months, IdeaStorm

gathered 5,000 ideas, over 20,000 comments, and more than 350,000 idea endorsements. These resulted in over 20 changes in the company.

**Questions**

Q1	Identify several ways that Dell could engage customers in a positive way, using techniques of earned media management.	<b>15</b>	<b>2 &amp; 3</b>
Q2	What might Dell have done to manage its online reputation better? Acting as Dell's consultant, give the company advice that would keep it out of this kind of trouble in the future.	<b>15</b>	<b>3 &amp; 4</b>

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Q5	<b>Digital technology has always existed for which group of people?</b> A) Digital immigrants.	2	1

	B) Digital natives. C) Desktop veterans. D) Drifting surfers. E) Lifestream aggregators		
Q6	<b>Which of the following ad types would not appear on a website?</b> A) Display ad. B) Banner ad. C) Rich media ad. D) Text ad. E) Print ad.	2	1
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**SECTION B (5\*4=20MARKS) ANY FOUR**

S.No.	ANSWER THE FOLLOWING QUESTIONS BRIEFLY	Marks	CO
Q1	What are the different vehicles of social entertainment zone of social media?	5	1
Q2.	What do you understand by the term RPGs (role-playing games in social entertainment)? Give examples	5	2
Q3	Who creates the content published in social channels? What kind of content can be published?	5	2
Q4	Should we believe anything published on social media without validating the source? If yes explain the drawbacks of it. If no explain its implications	5	1

Q5	How do social networking communities enable user participation and sharing?	5	2
<b>SECTION-C (10*3=30MARKS) ANY THREE</b>			
S.No.	<b>ANSWER THE FOLLOWING QUESTIONS IN DETAIL</b>	<b>Marks</b>	<b>CO</b>
Q1	Social consumers predict different behaviors online. Based on social technographic ladder explain in detail various kind of social consumers with suitable examples.	10	3
Q2	What is social commerce? How user ratings and reviews have changed the trends of social shopping in digital world? Support your answer with suitable illustrations form e-commerce industry.	10	3 & 4
Q3	Listening to customers and understanding their sentiments on social media is very crucial. Is LARA framework helpful to cater to customer problems on social media platforms? Explain your answer with suitable examples.	10	2 & 3
Q4	What is the role of social publishing in social media marketing? How do social media marketers utilize SEO and SMO to meet objectives?	10	2 & 3
<b>SECTION-D (15*2=30MARKS)</b>			
S.No.	Read the following case and the questions that follow	<b>Marks</b>	<b>CO</b>
<b>Case study – Woolworths: ‘Cook like a MasterChef’ for MasterChef South Africa</b>			
<p>Woolworths is a premium national retailer that stocks apparel, food and homeware. As a MasterChef South Africa sponsor, Woolworths wanted to maximise this association for brand benefit. Their goal was to increase brand awareness for Woolworths through customer engagement, and highlight associations between their products and MasterChef South Africa. To meet these goals, Woolworths partnered with Quirk, a marketing agency specialising in creative, results-orientated digital marketing.</p> <p>Quirk leveraged MasterChef-themed video content to launch MasterChef South Africa at scale on various digital platforms. The videos showed gourmet cooking of various cuisines to inspire food enthusiasts. The video marketing strategy utilised the MasterChef brand to achieve its goals, which included:</p> <ul style="list-style-type: none"> <li>• Producing great video content</li> <li>• Effective targeting to drive traffic</li> <li>• Engaging with users on platforms with video content</li> </ul> <p>The team made sure that their video content followed best-practice principles and provided lots of value to viewers in the form of great quality and entertainment. For example, they ensured that the first five seconds held the viewer’s attention and clearly stated the benefits of watching the full video. They uploaded videos according to a consistent schedule to maintain audience interest and set expectations. Video titles were crafted to incite users to click, and formed part of a larger playlist, ensuring the viewer always knew where to click next.</p> <p>To ensure the campaign was a success, the team used a series of channels to drive traffic to the videos. Google search and display advertising, YouTube ads and Facebook advertising were used to drive paid traffic directly to the videos. Videos were also shared on the existing Woolworths blog, Facebook page and Twitter feed.</p> <p>Quirk negotiated with Google to allow Woolworths to use YouTube functionality that allowed users to click out to the Woolworths site from within videos. Externally linking directly to the Woolworths website from YouTube in this way was a first in Africa. During the video, annotations directed viewers to bespoke recipe pages on the Woolworths online store, or subtly encouraged them to subscribe and share the videos easily with their connections. Engaging with users directly drives better engagement. Strategies to encourage this included asking viewers about their video experience and requesting suggestions for future improvements to be incorporated.</p>			

The video marketing campaign achieved solid results and met all the intended goals. Throughout the process, the video content and campaigns were optimised with weekly insights, which were gathered from AdWords for video, YouTube Analytics and Google Analytics.

The aim was to get a view rate of at least 10% and a cost per view of under \$0.20. The most cost effective engagement and awareness driver was AdWords for Video. Between 20 March and 31 July 2012, it generated:

- Over 18.2 million impressions
- Over 109 000 views
- 17332 clicks
- A cost per view (CPV) of \$0.16.

Overall, the video content was well utilised to meet the brand goals, maximised reach and engagement of the video assets on relevant cost-effective platforms. Finally, it met the overarching goal of facilitating brand association with MasterChef South Africa and Woolworths.

### **QUESTIONS**

Q1	When producing video content, what key points do you need to keep in mind?	<b>15</b>	<b>2 &amp; 3</b>
Q2	Why is the way in which the video appears as part of the playlist important?	<b>15</b>	<b>3 &amp; 4</b>