



**NAVVRACHANA
UNIVERSITY**
a UGC recognized University

School : School of Business and Law
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 Year : 3rd
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 Examination year : December - 2021

Course : Social Media Marketing Course Code : MK309
 Date : 02/12/2021 Total Marks : 40
 Time : 02:30 pm 04:30 pm Total Pages : 2

Instructions:

- Write each answer on a new page.
 → * COs=Course Outcome mapping. # BTL=Bloom's Taxonomy Level mapping

Q. No.	Details	Marks	COs*	BTL#
Q.1	Explain first stage of 'Social Media Marketing Planning Cycle'.	5	CO1	BT1, BT2
Q.2	Explain any five myths of social media marketing.	5	CO1, CO2	BT1,
Q.3	Explain five differences between 'Marketing 1.0' and 'Marketing 2.0'	5	CO2	BT2, BT3
Q.4	Explain any five steps for an effective SEO.	5	CO3	BT3, BT4
Q.5	<p>The retail market in India is estimated to reach US\$ 1.1 trillion by 2020 from US\$ 840 billion in 2017, with modern trade expected to grow at 20-25% per annum, which is likely to boost revenue of FMCG companies. The FMCG market in India is expected to increase at a CAGR of 14.9% to reach US\$ 220 billion by 2025, from US\$ 110 billion in 2020. According to Fitch Solutions, real household spending is projected to increase 9.1% YoY in 2021, after contracting >9.3% in 2020 due to economic impact of the pandemic. The FMCG sector's revenue growth will double from 5-6% in FY21 to 10-12% in FY22, according to CRISIL Ratings. The FMCG sector grew by 36.9% in the April-June quarter of 2021 despite lockdowns in various parts of the country.</p> <p>Assume that you are a brand manager of a FMCG company in India. The top management of your company is planning to use 'Podcast and discussion forum' for next campaign. Being the brand manager, explain two reasons for using OR for not using each platform (i.e. podcast and discussion forum) for your brand.</p> <p><u>OR</u></p> <p>Explain Social News site and Photo sharing platform with example.</p>	5	CO4	BT4, BT5
Q.6	<p>Shri Eknath Group of Companies (SEGC) is in the business of chemical manufacturing and trading. Company is planning to diversify itself into diverse & unrelated segment of market.</p> <p>SEGC appointed research and consulting firm 'Y&E' to evaluate and assess feasibility to expand in a new Market. The research conducted for five industries - Telecommunication, Power (Electricity), Automobile, Real estate, Aviation. Looking at the available time and resources, SEGC can expand into any one industry at national level.</p>	5	CO4	BT4, BT5

	<p><i>Question:</i> Choose any one industry (from five industries mentioned above) and justify your agreement OR disagreement for following two statements.</p> <p>a. SEGC must run an ‘Integrated Social Media Campaign’ which do not use any traditional media vehicles.</p> <p>b. ‘Out of the box campaign’ is not applicable to SEGC’s new venture.</p> <p style="text-align: center;"><u>OR</u></p> <p>Theory Question: What is Location based advertising? Explain with two real life examples.</p>			
<p>Q.7</p>	<p>Shri Jamna Brothers Ltd. (SJBL) is a trusted name in the field of non-hazardous chemical production. In 2016, company decided to diversify into fashion industry & Real estate. SJBL do not hold any experience and expertise in these fields.</p> <p>The CEO and CMO of SJBL decided to hire a consultancy firm TLS to plan and strategies two campaigns for new segments i.e. fashion apparel and Real estate.</p> <p>TLS consultancy firm is one of the leading consulting firms. TLS conducted ‘competitive analyses’ and ‘consumer research’ before running the campaign.</p> <p>TLS reviewed the result of ‘consumer research’ and ‘expert advice’ to decide ‘traditional media’ and ‘Social media’ for campaign.</p> <p>Below are the suggestions provided by TLS to SJBL for the launch campaign of ‘Fashion apparel’ brand.</p> <ul style="list-style-type: none"> • Company should not use any ‘Media Sharing platforms’. • It’s better if the SJBL can avoid all ‘Personal networks’. • Looking at the overall competition in the market of fashion apparel, SJBL should not expose itself to any form of ‘social publishing platforms’. • At present, the external variable and market situation is not supportive to the brand. Hence, SJBL should not involve itself to any form of ‘Discussion forums’ & ‘Interest based networks’. <p>Below are the suggestions provided by TLS for the launch campaign of their first ‘4bhk bungalow scheme’ named ‘SJBL – 1’</p> <ul style="list-style-type: none"> • Company should not use any ‘Media Sharing platforms’. • It’s better if SJBL can avoid all ‘Personal networks’. • Looking at the overall competition in the ‘Real estate market’, SJBL should not expose itself to any form of ‘E-commerce advertisement’. • At present, the external variable and market situation is not supportive to the brand. Hence, SJBL should not involve itself to any form of ‘Discussion forums’ & ‘Interest based networks’. <p>SJBL is receptive towards the suggestion and agreed to follow these suggestions for the launch campaign of ‘fashion apparel’ & ‘SJBL -1’.</p> <p>Questions:1. Based on the suggestion of TLS, identify and justify 5 social ‘media marketing platform (medium)’ that can be used by SJBL for the ‘fashion apparel’ launch campaign. 2. Based on the suggestion of TLS, identify and justify 5 social ‘media marketing platform (medium)’ that can be used by SJBL for the ‘4bhk bungalow’ launch campaign.</p> <p>OR Q. 7 Explain these three stages of ‘Social Media Marketing Planning Cycle - ‘Setting goals’, ‘Defining Strategy’, ‘target audience’.</p>	<p style="text-align: center;">10</p>	<p style="text-align: center;">CO4</p>	<p style="text-align: center;">BT4, BT5</p>