

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**PGDDM-SEMESTER-I-EXAMINATION-SUMMER-2025**

**Subject Code: DM01076051**  
**Subject Name: Social media Marketing**  
**Time: 02:30 PM to 04:30 PM**

**Date: 03-06-2025**

**Total Marks: 50**

**Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description				Marks
Q.1	<p><b>Explain following terms (Attempt Any Seven)</b></p> <ol style="list-style-type: none"> <li>1. Define "social media marketing."</li> <li>2. What role does content play in social media marketing?</li> <li>3. Explain the concept of "relationship building" through social media.</li> <li>4. Define "community building" on social media platforms.</li> <li>5. Describe "lead generation" in social media marketing.</li> <li>6. What is "Twitter" primarily used for in social media marketing?</li> <li>7. Explain the role of "LinkedIn" in professional networking and marketing.</li> <li>8. What are recent global or Indian trends in social media?</li> </ol>				14
Q.2	<b>Multiple Choice Questions ( All Compulsory )</b>				12
1	Which of the following strategies best helps businesses build relationships with customers on social media?				
	A	Posting random content frequently	B	Responding to customer comments and messages promptly	
2	C	Sharing only promotional content	D	Ignoring customer complaints online	
	A local restaurant wants to increase its brand awareness on social media. Which type of content is likely to be most effective for this goal?				
3	A	Text-based status updates	B	High-quality images and videos of popular dishes	
	C	Long articles on food history	D	Detailed infographics on food nutrients	
4	If a company wants to increase its professional connections and find potential clients in a B2B (business-to-business) market, which platform would be most suitable?				
	A	Facebook	B	LinkedIn	
5	C	Twitter	D	Pinterest	
	A fashion brand wants to use social media to encourage people to visit their website and browse products. Which type of campaign should they focus on?				
6	A	Lead generation	B	Video marketing	
	C	Community building	D	Influencer partnerships	
7	To increase engagement on social media, a small business decides to post user-generated content. What benefit does this approach provide?				
	A	Saves time on content creation and builds a sense of community	B	Guarantees an increase in followers	

	C	Reduces the need for paid advertising	D	Ensures only promotional content is shared	
6	A company wants to showcase customer testimonials to build trust among new clients. Which type of social media post would be most effective?				
	A	Product photos with catchy captions	B	Video testimonials shared as stories or posts	
	C	Infographics on product benefits	D	Quizzes on customer preferences	
7	Which platform is best suited for a brand that relies heavily on visual appeal, such as home decor or fashion?				
	A	LinkedIn	B	Pinterest	
	C	Twitter	D	LinkedIn	
8	A technology company wants to advertise a new product globally on social media. Which platform is most effective for targeting a broad audience?				
	A	Twitter	B	LinkedIn	
	C	Facebook	D	Pinterest	
9	An educational platform wants to attract followers by sharing informative content. Which of the following content types is best suited for this goal?				
	A	Product reviews	B	User-generated content	
	C	Infographics and informative videos	D	High-quality product photos	
10	A company wants to use social media to build a stronger brand image. Which of these actions is likely to contribute most to branding?				
	A	Posting only promotions and discounts	B	Sharing stories that reflect company values and culture	
	C	Limiting the number of posts to create scarcity	D	Ignoring negative feedback to maintain a positive feed	
11	Which of these is an example of a social media platform?				
	A	Google	B	Facebook	
	C	Wikipedia	D	Amazon	
12	What is video marketing?				
	A	Watching TV ads	B	Sharing promotional videos on social media	
	C	Creating images for social media	D	Sending texts to customers	
Q.3	A)	Explain the concept of social media marketing. Discuss its evolution and how it has transformed the way businesses interact with their customers.			07
	B)	Describe the importance of content in social media marketing. How can businesses create engaging and effective content for their target audience			07

	across different social media platforms?	
	or	
	A) Explain the different social media platforms like Facebook, Twitter, LinkedIn, and Pinterest. How can businesses leverage each of these platforms to achieve specific marketing goals?	07
	B) Discuss the recent trends in social media marketing globally and in India. How are businesses adapting to these changes, and what strategies are they using to stay ahead in the competitive digital landscape?	07
Q.4	<p>Case Study: "The Rise of XYZ Fashion Brand on Social Media"</p> <p>XYZ Fashion, a small but innovative clothing brand, decided to expand its reach through social media platforms. Initially, the brand struggled to make a mark in a highly competitive industry, as it relied on traditional advertising methods and a basic website. Recognizing the growing influence of social media, XYZ Fashion's marketing team devised a strategy to focus on platforms like Instagram, Facebook, and Pinterest to enhance its digital presence.</p> <p><b>The Strategy</b></p> <p>The team started by creating high-quality, visually appealing content. They used Instagram as their main platform, leveraging its visual-centric nature to post stunning photos of their latest collections, behind-the-scenes videos, and customer testimonials. To boost engagement, they hosted weekly contests and offered special discounts to followers who tagged their friends in posts, leading to an increase in organic reach.</p> <p>In addition to Instagram, XYZ Fashion launched targeted Facebook ads that highlighted their brand's unique selling points, such as eco-friendly production practices and limited-edition collections. They also used Facebook's "Shop Now" feature to drive direct sales. Pinterest was utilized for showcasing mood boards and outfit inspirations, driving traffic to the website.</p> <p><b>Results</b></p> <p>The social media marketing campaign was highly successful. Within three months, XYZ Fashion saw a 50% increase in their Instagram following and a noticeable rise in online sales. Their engagement rate grew significantly, especially on Instagram, where customer comments, likes, and shares increased. The Facebook ads resulted in a 30% increase in website traffic and a higher conversion rate. The brand's community grew, and loyal customers began to spread word-of-mouth about the company's eco-friendly approach to fashion.</p>	
	a) Explain the importance of content in the success of XYZ Fashion's social media marketing strategy. How did they tailor their content for different platforms like Instagram, Facebook, and Pinterest?	10
	or	
	a) XYZ Fashion used paid advertising on Facebook to increase brand awareness and sales. Discuss the importance of advertising on social media platforms and how businesses can effectively use paid ads to achieve marketing goals.	10

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