Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 3 – EXAMINATION – WINTER 2018

Subject Code: 3539288   **Date:06/12/2018**
Subject Name: Social Media Analytics (SMA)
Time:10:30am To 01:30pm   **Total Marks: 70**
Instructions:
1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

Q.1	Explain the following concepts in brief	**14**

(a) Social Media Analytics
(b) Lead generation
(c) Public advocacy through Social Media
(d) Social Media Engagement
(e) Click Through Rate (CTR)
(f) Pay Per Click (PPC)
(g) Content marketing

Q.2	**(a)**	In what ways can you measure social media return on investment (ROI)?	**07**
	(b)	Which are the popular Social Media tracking tools?	**07**

OR

	(b)	Why You Need Social Media Analytics Tools for Your Business?	**07**

Q.3	**(a)**	When developing social media channels, it can be very easy to get lost— Design robust Social Media Strategy of your favorite Product / Service to achieve business objectives.	**07**
	(b)	What is the Difference Between Crawling and Indexing?	**07**

OR

Q.3	**(a)**	What key performance indicators (KPIs) would you recommend to report on Social Media efforts?	**07**
	(b)	Why Social Media Data Collection is essential for Marketing?	**07**

Q.4	**(a)**	What is Python Programming? In which way can it help in Social Media Analysis?	**07**
	(b)	Explain the difference between Reach and Engagement. How can we get the insights of Reach and Engagement on Facebook?	**07**

OR

Q.4	**(a)**	Which are the challenges in Data collection and preparation of Social media analytics?	**07**
	(b)	What is data visualization and what is the power of visualization?	**07**

Q.5   CASE STUDY:

Sony India Pvt Ltd. is a 100% subsidiary of Sony Corporation, Japan. As an integral part of its Asia pacific ventures and business expansion strategies,

Sony Corporation established the Indian subsidiary on November 17, 1994. The Indian subsidiary offers wide variety of consumer (digital) products in the segments of Home Video and Audio; Home Theater System; Television and Projectors; Digital camera; Personal Audio; Play Stations; In-car Entertainment; Video Camera; Computer and Peripherals; Tablets; Smartphone and Storage Media and Batteries. Sony Mobile India is an official page of the company on Facebook to transform its 'Xperia' smart phones as the most popular choice of youth in India.

Business Objectives of Sony Mobile India
- In the smart phone segment and under the strategic wing of Sony Mobile India, the company had the following objectives to achieve:
- To grow the fan base and their engagement on the social media space.
- To make the customers and the target audience aware about the transformation of the brand from Sony Ericsson to Sony Mobile.
- To drive sales by leveraging its active presence in the social media and through effective audience engagement.

Strategy Adopted by Sony Mobile India
- Before adopting a strategy or an approach, the company did research to develop its insights about the emerging highly competitive, technology driven smart phone market in India.
- The Company formulated following strategies to transform the brand popularity and drive its sales after observing its research:
- The company had selected Facebook and YouTube platforms to mark its presence on social media and hired the services from '2020 Social Media' for building and nurturing its audiences.
- It focused on integrating its programs on social media, TVC and product launches for effective engagement of the audience through vibrant and youthful activities and contents.
- Tried to gain maximum strategic advantage and competitiveness with its two major attributes – Sound quality and stylish looks.
- Generated widespread awareness and social media engagement through series of contests, quizzes and crowd sourced content.
- Collaborated with Shiamak Davar, one of the best know choreographer and youth icon in India for organizing and leading the dance contests on the integrated platforms, including its extensions to college-level ground activities. Rewarded the winners of the different contests with Bravia TVs, sound accessories and Spiderman merchandise.

- Adopted the most effective content strategy by engaging audience and through sharing of photo and video contests through a Facebook app and by running online campaigns, such as 'LookBook', 'Go Thump! Live with walkman' and 'Get Shorty'.

Results Achieved By Sony Mobile India
The following are the major results achieved by the company in its Xperia smart phone segment.

- The marketing team fulfilled the sales target of 'Xperia S' within three days of its launch.
- Sony Mobile's fan base was dramatically increased from 500000 to over 2 million within 12 months of its presence on Facebook.
- The brand was recognized as the 10th most favorite youth brand in India by NM Incite.
- Sony Mobile reached 35 million users' base before the completion of its first year of managed Facebook campaign.
- On an average the brand added more than 2000 fans every day on its Facebook page.
- The viral effect of its YouTube videos brought more than 1300 fans daily to its Facebook page.

(a)	Which were the major success factors of Sony India's Social Media Campaign?	**07**
(b)	Mention the successful insights from the existing Social Media Campaign which can be used for future Social Media Campaigns.	**07**

OR

Q.5	(a)	Which Social Media tools, Sony India must had used to measure the effectiveness of its Social Media Campaign?	**07**
	(b)	What are the key learnings from the Sony India's Campaign?	**07**

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