

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER –III-EXAMINATION – WINTER-2023

Subject Code:4539295**Date: 04-12-2023****Subject Name: Social Media Analytics****Time:10:30 AM TO 1:30 PM****Total Marks: 70****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.1** Definitions / terms / explanations / short questions based on concepts of theory/practical **14**
- (a) Unity30
 - (b) Web crawling
 - (c) Reach
 - (d) Search Engine Optimization
 - (e) Digital Marketing
 - (f) Social Media Analytics
 - (g) Social campaigns.
- Q.2** (a) Explain different types of applications used in Advertising and Game Analytics? **07**
- (b) Discuss the role and importance of social media marketing in online branding? **07**
- OR**
- (b) Explain different method of data gathering in social media **07**
- Q.3** (a) What is Google analytics? Explain Natural Language Processing Techniques for Micro-text Analysis **07**
- (b) How Network Analysis is helpful in home and small based business. Explain with examples? **07**
- OR**
- Q.3** (a) How Python Programming is helpful in current working condition. Explain its advantages and disadvantages? **07**
- (b) Explain how Click stream analysis works? **07**
- Q.4** (a) What is Web analytics? How it contributes and benefits Digital Marketing? **07**
- (b) What is Behavior Analytics in social media? **07**
- OR**
- Q.4** (a) What measures YouTube takes every year to in increase their growth? **07**
- (b) Write a short note on A/B testing? **07**

Q.5 CASE STUDY:

Godrej as a brand has been already established as a household name. However, its pedigree is that of stability rather than innovation, especially in the appliances segment. To break free of this impression they devised a branding + personification strategy. Literally the appliances would speak for themselves. Godrej Indispensables, an online web sitcom starring various products. Why Indispensables? Well they are confident that the products abilities to handle all that are thrown at them in a day to day functioning of a household. They are the silent protectors of a family's home, the behind the scenes heroes of everyday chores. Every episode shows them faced with a daily plight which they resolve in a way unique to their persona. Using 3D animation, we brought to life these selfless helpers ad given them a wide variety of quirks and personalities. So far the videos have garnered cumulatively over 50000+ views on YouTube.

A special hash tag called #The Indispensables was created to launch the first series of videos. In it they asked out followers to list out their gadgets which they felt were indispensable to them. This #tag trended globally and gave the campaign a sizable boost in impressions. The products themselves will dispense some much needed advice on how to better operate them. Going Ahead – The Indispensables will continue to thwart household crisis, and keep audience entertained and informed.

- (a) How does an appliance brand enhance brand presence in an already cluttered social space? **07**
- (b) Online consumers read reviews and recommendations when making a purchase. Justify? **07**

OR

- Q.5**
- (a) What advantages Godrej can enjoy if they are successful in Online Marketing? **07**
 - (b) Compare online and offline marketing strategies, you can use in this case? **07**
