GUJARAT TECHNOLOGICAL UNIVERSITY
PGDDM-SEMESTER-I-EXAMINATION-WINTER-2024

Subject Code: DM01076051　　　　　　　　　　**Date: 21/12/2024**
Subject Name: Social media Marketing
Time: 10:30 AM TO 12:30 PM　　　　　　　　**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	Definitions / terms / explanations / short questions based on concepts of theory/practical (Any Seven) A.Social media analytics B. Pinterest v/s instagram C. On-page activity d. Advantage(s) of using instagram E. Five pillars of social media marketing F. Notable feature on instagram G. Chattypeople and agorapulse H. Online reputation crisis in SMM	**14**
Q.2	Multiple Choice Questions (All Compulsory)	**12**

1 Name the features offered by LinkedIn for paid business accounts

A.	Facilitate posting pictures	B.	B.Facilitate to connect directly and send messages to people
C.	Ability to post in Groups and create a Group	D.	Ability to block users

2 Which among the following is one the most used social media application for online advertisements?

A.	Facebook	B.	Snapchat
C.	Twitter	D	Instagram

3 Which one of the following statements is true?

A.	LinkedIn works best for B2B organizations	B.	Pinterest is great for driving traffic to your product catalog on your website
C.	Facebook is excellent for businesses that operate in the consumer market	D.	All of the above

4 What is meant by the concept of "viral" in social media?

A.	Social media which is spread to viewers by the consumer, growing in popularity	B.	Advertising which can easily be emailed
C.	Marketing advertisements which are not serious	D.	None of the above

5 Q1.)The customer resource pages of a company on "Facebook" are an example of

A.	Viral Marketing	B.	Digital Marketing
C.	.Network Marketing	D.	Referral Marketing

6 Amazon.com, Flipkart.com and such e-commerce platforms try to generate reviews about products bought from the platform. Such campaigns are examples of ____

	A.	a. Viral marketing	B.	Recommendation programs
	C.	c. Product Seeding	D.	d. Referral programs

7 Facebook prioritizes content from close friends or associates to be displayed to users. This is based on the _____.

A.	Edge score	B.	Affinity score
C.	Time decay	D.	None of the above

8 YouTube ads which are displayed in between videos is called _____.

A.	Midroll advertising	B.	Bumper advertising
C.	TrueView advertisements	D.	None of the above

9 Ecommerce stores can use social media to

A.	build brand awareness	B.	attract online followers
C.	generate online sales	D.	All of the above.

10 How many Social Media Classification tools are there?

A.	2	B.	3
C.	4	D.	5

11 ____ content through social media (videos and written text) allows us to disseminate information.

A.	Networking	B.	Publishing
C.	Marketing	D.	Advertising

12 The use of social networking sites for sharing photos is known as ____.

A.	Social Networking	B.	Photo-based Social Networking
C.	Social Publishing	D.	Social Marketing

Q.3 Long Questions

(a)	Explain the various media in SMM. How do you measure social media success?	**07**
(b)	How to set up a company profile in LinkedIn? How can LinkedIn be used for marketing?	**07**

OR

(a)	List the steps to create an account in (X) twitter. List the business advantages of twitter (X) to grow up a 'Startup' organization.	**07**
(b)	How do I create my own Facebook Page for gaining business benefits? How to improve Facebook organic reach?	**07**

Q.4　　Mercedes Benz seem to win every time with their social media campaigns. The one that stands out was back in 2013 when they created what I still believe to be one of the best Instagram marketing campaigns to date. Mercedes wanted to reach out to the younger audience so they hired five top Instagram photographers to each take the wheel of a new Mercedes CLA. Whoever got the most likes got to keep the car – so they all really worked at it!

By the end of the campaign, Mercedes has received:

- 87,000,000 organic Instagram impressions
- 2,000,000 Instagram likes
- 150 new marketing assets (stunning photos)

(a) What lessons can you learn from this? Could you put your followers up for a challenge and make it into a competition or campaign?　　**10**

OR

(a) Can you do a competition that gets people trying out your product first? Think about your target audience. What is a prize they would value?　　**10**

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