



B.E/B.TECH DEGREE EXAMINATIONS: NOV/DEC 2023

(Regulation 2018)

Fifth Semester

COMPUTER SCIENCE AND ENGINEERING

U18CST5004: Social Media Marketing

COURSE OUTCOMES

- CO1:** Identify and describe the different social media services, tools, and platforms.
CO2: Demonstrate understanding and evaluate new tools and social media platforms.
CO3: Develop skills in using the predominant social media tools for business marketing.
CO4: Discover innovative uses for social media in a variety of business areas and processes.
CO5: Develop a strategic plan for identifying opportunities for using social media.

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 2 = 20 Marks)

(Answer not more than 40 words)

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|---|-----------------------|
| 1. List any two demerits of social media marketing. | CO1 [K ₁] |
| 2. "Social Media Marketing is distinct from traditional Marketing"-Justify. | CO1 [K ₂] |
| 3. List out the any four benefits of using 'Hashtags' in social media. | CO2 [K ₁] |
| 4. Compare 'Inbound' with 'Outbound' marketing. | CO5 [K ₂] |
| 5. Define the term "Content Marketing". | CO5 [K ₁] |
| 6. "Adding media to a Tweet can help it stand out in the timeline"- Interpret this statement and list two tips to keep in mind as you choose your creative for your business. | CO2 [K ₂] |
| 7. Recall how video advertisements plays a major role in audience engagement. | CO3 [K ₂] |
| 8. "Playlists can encourage viewers to watch more on your channel, translating into more watch time"- Interpret the statement. | CO3 [K ₂] |
| 9. Define the term 'Bidding' on LinkedIn. | CO4 [K ₁] |
| 10. What is C2C marketing? Give an example. | CO5 [K ₁] |

Answer any FIVE Questions:-

PART B (5 x 16 = 80 Marks)

(Answer not more than 400 words)

11. Knorr has been making cooking easy since 1838. Its ready-made sauces and stock pots are available in nearly 90 countries worldwide and in 1996, Knorr launched Soups in India with a range of 10 flavours. In 2010, we launched Soupy Noodles – a magical mix of masala noodles with the goodness of vegetables in a

hearty soup. Even well-known brands can't stand in the hypercompetitive Fast Moving Consumer Goods (FMCG) category, Knorr decided to start a campaign to raise awareness among Home Makers aged 25-49 and wanted to reach a younger audience to drive sampling and sales.

- | | | | | |
|-----|---|----|-----|-------------------|
| a) | Analyze the above scenario and identify which social media marketing platform(s) would you suggest making Knorr to meet its marketing objective and explain the same. | 8 | CO1 | [K ₃] |
| b) | Imagine and prepare a digital ad (You can draw a simple attractive ad with the Tagline/Slogan on the answer sheet) to promote Knorr products and services in social media of your choice. Justify your choice of social media. | 8 | CO1 | [K ₃] |
| 12. | | | | |
| | E-commerce transactions in India are gaining popularity at the very fast pace majorly due to its attributes of ease of shopping, good discounts, social media integration, cash on delivery mode of payment etc. the industry is all set to grow and beat the records considering the recent show of strength of several E-commerce companies of India Inc in their capability to raise funds as well. Flipkart – one of the leading Indian E-commerce companies headquartered in Bangalore, Karnataka. The overall brand value of FLIPKART is good, but it is facing tough competition from its global as well as local competitors. But in India, it is the most superior E-business portal which is aggressively expanding and planting its roots deep into the Indian market and at the same time shifting the mindset of the people i.e. from going and shopping from physical stores to online stores, which is enormous. | | | |
| a) | Explain how Flipkart succeeded in Building the Trust of Online customers? - Justify with relevant examples | 8 | CO2 | [K ₂] |
| b) | Explain how Flipkart utilized the video marketing strategy on Youtube and how YouTube analytics Dashboard helps its Marketing? | 8 | CO2 | [K ₂] |
| 13. | | | | |
| | You are a marketing solutions provider in a prominent city in Tamilnadu, with ambitions of becoming a national marketing consultant. How can LinkedIn and Twitter be helpful to you? Explain in detail about the features which you would use on these platforms. | 16 | CO3 | [K ₂] |
| 14. | | | | |
| a) | Mithra has a blog of recipe where she writes, share, and puts video of world-wide cuisines. Explain how Content Curation helps Mithra in her blogging? | 6 | CO5 | [K ₂] |
| b) | Explain the benefits of Content Curation along with the different steps involved in successful content curation. | 10 | CO5 | [K ₂] |
| 15. | | | | |
| | Explain the following terminologies widely used in various social media and relate each with an example. | 16 | CO4 | [K ₂] |
| | i) Call-to-Action ii) Click Through Rate | | | |
| | iii) Lead generation iv) Impressions | | | |
| 16. | | | | |
| a) | Distinguish B2B and B2C Marketing with an example | 6 | CO4 | [K ₂] |
| b) | "The B2B buying cycle is often much longer than the B2C decision process"- Interpret this statement | 10 | CO4 | [K ₂] |
