

**PARUL UNIVERSITY**  
**FACULTY OF COMMERCE**  
**B.Com.(Hons) Summer 2017 – 18 Examination**

Semester: 4

Date: 24/05/2018

Subject Code: 16103253

Time: 10.30 am to 1.00 pm

Subject Name: Social Media Marketing

Total Marks: 60

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1 Do as directed.****A) Multiple choice type questions. (Each of one mark)**

(06)

1. People who are born in an era in which digital technology has always existed are called \_\_\_\_
  - a) Digital Native
  - b) Digital Technician
  - c) Digital Boss
  - d) Digital Immigrant
2. People who are born before the era of technology are called \_\_\_\_\_.
  - a) Digital Native
  - b) Digital Technician
  - c) Digital Boss
  - d) Digital Immigrant
3. Find the odd one out-
  - a) Social Commerce
  - b) Social Entertainment
  - c) Social Change
  - d) Social Publishing
4. Social media enables participants to express an affinity to acknowledge a liking and/or relationship with individuals and reference groups. This is known as \_\_\_\_\_.
  - a) Personal Utility Impulse
  - b) Affinity Impulse
  - c) Altruistic Impulse
  - d) Curiosity Impulse
5. Individuals want to do something good and do it quickly. This impulse of doing something good is known as \_\_\_\_\_.
  - a) Personal Utility Impulse
  - b) Affinity Impulse
  - c) Altruistic Impulse
  - d) Curiosity Impulse
6. The fifth P of Social Media Marketing is \_\_\_\_\_.
  - a) People
  - b) Participation
  - c) Promotion
  - d) Place

**B) Definitions / One-liners / Terms. (Each of one mark)**

(06)

1. State one characteristic of Social Networking Sites.
2. Who are “White Hats”?
3. What are Static Ads?
4. Give an example of Social Entertainment.
5. State the phases of social media marketing maturity.
6. What is your understanding of demographic segmentation?

**Q.2 Numerical / Short Note Questions. (Each of 04 mark)**

(12)

1. Describe the infrastructure of Social Media.
2. How can the Brand encourage interaction on social media?
3. Give an example of each of the following –
  - a) Blogs
  - b) Micro-blogging
  - c) Videos
  - d) Photos

**Q.3 Answer the following. (Any Three)**

(18)

1. Explain the role of social media in research with an example.
2. Discuss the errors in social media research.
3. Draw the Engagement Food Chain diagram.
4. Determine the relationship between Social Commerce and the Shopping Process.

**Q.4 Answer the following. (Any two)**

(18)

1. Explain in detail the concept and process of Social media Listening.
2. Explain the evaluation and measurement process of social media marketing.
3. Discuss in detail the process of social media optimization.