

**PARUL UNIVERSITY**  
**FACULTY OF COMMERCE**  
**B.Com.(Hons) Summer 2018 – 19 Examination**

**Semester: 4****Subject Code: 16103253****Subject Name: Social Media Marketing****Date: 17/04/2019****Time: 10:30am to 1:00pm****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. Television took \_\_\_\_\_ years to reach 50 Million users.
  - a) 13 years
  - b) 14 years
  - c) 15 years
  - d) 16 years
2. 94% companies use \_\_\_\_\_ as their primary recruiting tool
  - a) Face-Book
  - b) LinkedIn
  - c) YouTube
  - d) Instagram
3. Communication travels using \_\_\_\_\_ such as word-of-mouth, direct mail, television etc.
  - a) Message Sender
  - b) Message Receiver
  - c) Medium or Channel
  - d) Noise
4. Select the example of video sharing
  - a) Flickr
  - b) Slide-share
  - c) Scribd
  - d) YouTube
5. The fifth 'P' of Marketing is
  - a) Participation
  - b) Price
  - c) People
  - d) Promotion
6. \_\_\_\_\_ refers to segmenting markets by region, country, market size, market density or climate
  - a) Demographic Segmentation
  - b) Geographic Segmentation
  - c) Benefit Segmentation
  - d) Psychographic Segmentation

**B) Definitions / One-liners / Terms. (Each of one mark)****(06)**

1. Give the examples of personal media.
2. Describe the definition of Social Media.
3. Explain the basic meaning of Marketing.
4. What is Mass Media?
5. Give the examples of Demographic Segmentation.
6. What is Target Audience?

**Q.2 Numerical / Short Note Questions. (Each of 04 mark)****(12)**

1. Discuss the Fifth 'P' of Marketing.
2. What are the Motives and Attitudes that influencing Social Media Activities?
3. Explain the Phases of Social Media Marketing Maturity.

**Q.3 Write short note on (Any Three)****(18)**

1. Social Footprint
2. Characteristics of Social Networking Sites
3. The Game Advertising
4. Participation in Social Networks

**Q.4 Answer the following. (Any two)****(18)**

1. Discuss the Zones of Social Media
2. Explain the Social Commerce and the Shopping Process
3. Explain the Social Commerce: the Digital Shopping Experience with Benefits of Social Commerce.