

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com., (Hons) Winter 2018 – 19 Examination

Semester: 4

Subject Code: 16103253

Subject Name: Social Media Marketing

Date: 13-12-2018

Time: 02:00 pm to 04:30 pm

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 ____ the era of technology are called Digital Immigrants
 - a) in
 - b) beside
 - c) after
 - d) before
3. Find the odd one out-
 - a) White Hats
 - b) Black Hats
 - c) Blue Hats
 - d) Grey Hats
4. Social media enables participants to consider what's in it for me? This is known as _____.
 - a) Personal Utility Impulse
 - b) Affinity Impulse
 - c) Altruistic Impulse
 - d) Curiosity Impulse
5. Which of the following is an example of Photos?
 - a) YouTube
 - b) BlogSpot
 - c) Pinterest
 - d) Google
6. The fourth 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. What is your understanding of demographic segmentation?
2. Who are “Black Hats”?
3. What are Display Ads?
4. Give an example of Social Community.
5. State the phases of social media marketing maturity.
6. State two characteristic of Social Networking Sites.

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

(12)

1. Describe the four zones of Social Media.
2. How can the Brand encourage interaction on social media?
3. What is the Role of Social Media in Research?

Q.3 Answer the following. (Any Three)

(18)

1. Explain the Web 2.0 – the defining characteristics of social media.
2. Discuss the motives and attitudes influencing social media activities.
3. Discuss the benefits of social commerce.
4. Determine the relationship between Social Commerce and the Shopping Process.

Q.4 Answer the following. (Any two)

(18)

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