

Register Number:

DATE & Session:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**BBA/BBASF – 6th SEMESTER**

**SEMESTER EXAMINATION: APRIL 2024**

**(Examination conducted in May/June 2024)**

**BADEM 6523: SOCIAL MEDIA MARKETING**

**(For current batch students only)**

**Time: 2 Hours Max Marks:60**

**This paper contains two printed pages and four parts**

**PART-A**

**I. Answer *any* *five* of the following (5x2= 10 Marks)**

1. List two benefits of social media marketing.
2. State any two global e-marketing issues.
3. How does keyword research contribute to the success of search engine optimization efforts?
4. What is B2B marketing?
5. How can businesses effectively measure the impact of their content marketing efforts?
6. What is meant by YouTube analytics?

**PART-B**

**II. Answer *any* *four* of the following (4x5= 20 Marks)**

1. What are the key steps and considerations involved in developing an effective social media strategy for a business? Give suitable examples.
2. Differentiate between social media and traditional media.
3. How can a brand adapt rules for the application of different social media platforms to maximize user engagement?
4. In your recent LinkedIn marketing campaigns, what specific strategies have proven most effective in engaging your target audience in contributing to personal branding.
5. As video content continues to dominate online platforms like YouTube, how do you prioritize visual storytelling in marketing strategies. Discuss.

**PART-C**

**III. Answer *any* *two* of the following (2x10 = 20 Marks)**

1. How can we strategically choose and leverage hashtags to enhance the reach of a social media content? Give suitable examples.
2. As social bookmarking evolves, how can a brand update on its content visibility? Explain.
3. Discuss the different methods of navigating challenges with influencer partnerships in social media marketing strategies?

**PART-D**

**IV. Answer the following. (1x10=10 Marks)**

1. Case Study:

In the realm of digital fragrances, Pixel Perfume embarked on an olfactory adventure on Facebook to redefine how consumers experienced and connected with perfumes. Faced with the challenge of translating scents into a visual medium, the team unleashed a creative storm that captivated the senses and left an indelible mark on our virtual fragrance counter. To craft an immersive storytelling experience, each fragrance became a character in a narrative, with its own personality, inspirations and moments it aimed to evoke. Through Facebook posts, they introduced 'Scent Stories,' inviting audiences into the enchanting world behind every perfume. The visually appealing content, accompanied by engaging narratives, transformed the act of buying perfume into a journey of discovery. Taking advantage of Facebook's dynamic ad features, they introduced a 'Smell & Tell' campaign. Users were enticed to share their thoughts on scents, describing the emotions and memories evoked by each perfume. The campaign utilized Facebook's polling features, creating a sensory dialogue and encouraging a community of fragrance enthusiasts to interact and share their olfactory adventures. In a strategic move, they harnessed the power of Facebook's augmented reality (AR) ads. Users could virtually try on Pixel Perfume scents, enhancing the online shopping experience. This not only increased user engagement but also significantly reduced the apprehension associated with buying fragrances online.

To amplify reach, they collaborated with beauty influencers, inviting them to share their 'scent diaries' on Facebook. Their posts not only showcased Pixel Perfume as a must-have brand but also generated user-generated content, turning customers into brand ambassadors. The influencers’ personal touch resonated with the audience, and the campaign saw a surge in social shares, expanding our brand’s digital footprint.

**Questions**:

1. Given Pixel Perfume's success in crafting an immersive fragrance journey on Facebook, how would you tailor a sensory engagement strategy for a brand with a unique product, ensuring it resonates with the audience's emotions and experiences? **(5 marks)**
2. Drawing inspiration from Pixel Perfume's use of augmented reality (AR) ads on Facebook, propose how you would integrate AR technology for virtual perfume trials in a social media campaign. **(5 marks)**