

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**  
**PGDM (M) / PGDM (SM)**  
**FOURTH TRIMESTER (Batch 2020-22)**  
**END TERM (RE-APPEAR) EXAMINATIONS, NOVEMBER, 2021**

Course Name	Social Media Marketing	Course Code	MKT407
Max. Time	2 hours	Max. Marks	40 MM

**Read all Instructions carefully :**

1. All 3 Questions are mandatory
2. Each Question specifies the Marks and recommended time to complete
3. Questions may be attempted in any sequence, subject to the total duration of 2 hours
4. Answers once submitted in Moodle shall not be available for revision or resubmission even during the rest of the examination.
5. Snapshots from tools or platforms used, must clearly show it is your personal account, on the ID bar
6. Any file Upload (where applicable), must be in .doc/.docx file format and the File name must bear the Name Roll No Q No (eg. **Rakesh Tiwari PGMA2016 Q2**)
7. There is no extra time for uploading, which must be completed within the total duration of the examination.

**Q1. THIS QUESTION MUST BE ANSWERED ON A SEPARATE MS WORD FILE AND UPLAODED ALONG WITH SNAPSHOTS**

With the advent of Supersized weddings, the business of renting clothes for weddings has also come of age. What with purse strings unleashed on extravagant outfits, from Sabyasachi Mukherjee to Shantanu and Nikhil, each item could put you behind by Rs.15000-30000/-. While the key issues remain the same, concerns that have emerged during the pandemic are :

1. Trial and fitting from home
2. Hygiene and safety
3. Refund of security deposit within reasonable time

<https://dressrent.in/collections/bridal-lehenga> has been struggling to expand its reach into UP and MP and has reached out to you to execute a social media plan.

- a. **Create** a complete social media marketing strategy for dressrent.in, by selecting the most appropriate social media platforms, and write down in detail all the options you would recommend in setting up the ad campaign(s).
- b. **Upload** snapshots of EACH choice made in setting up process of the campaigns and **Justify** your choices

MARKS SHALL BE AWARDED MAINLY FOR JUSTIFICATION

(20 Marks, 60 minutes)

**Q2. THIS QUESTION MUST BE ANSWERED ON A SEPARATE MS WORD FILE AND UPLAODED ALONG WITH SNAPSHOTS**

Nykaa.com is a well established brand that started as a one-stop-shop for cosmetics. However soon after its initial success in capturing the undivided attention of its target audience, it expanded the brand to other related sectors such as lingerie etc, giving zivame and clovia a run for their money. However one brand that stood out by holding onto its customer base in the cosmetics world was Sephora.

It's brand community route to customer retention received undivided attention from its target audience and whereas other brands suffered customer attrition, Sephora was able to increase market share. Myglamm.com which is a new player in this sector plans to emulate Sephora's success and has decided to appoint you as their Brand Community Manager

- a. **Develop** a comprehensive plan for building a brand community for myglamm.com's target audience
- b. **Justify** your choices by giving your own examples of how a Brand Community can be leveraged to gain market share in a fiercely competitive market.

MARKS SHALL BE AWARDED MAINLY FOR JUSTIFICATION

(10 Marks, 30 minutes)

Q3. THIS QUESTION MUST BE ANSWERED ON A SEPERETE MS WORD FILE AND UPLAODED ALONG WITH SNAPSHOTS

While all activities shifted online during the pandemic, one of the sectors that could not capitalize on the opportunity, was online education in rural India, due to lack of adequate internet bandwidth and affordability gadgets. In the meanwhile, a young girl called Mini, has designed an app that can make up for some of the loss through broadcasting topic wise tutorials for students of Class VI and VII through Doordarshan, which has a wide footprint throughout rural India. She needs your help to make her tutorials viral through a series of ad campaigns. Can you guide her with tips with examples based on the secret sauce to **compose** a Viral Campaign?

MARKS SHALL BE AWARDED MAINLY FOR ORIGINAL EXAMPLES

(10 Marks, 30 minutes)