

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

POST GRADUATE DIPLOMA IN MANAGEMENT

FIRST TRIMESTER (Batch 2017-2019)

END TERM EXAMINATIONS (JANUARY, 2019)

SET NO.: ...A...

Course Name	Web Analysis and Social Media	Course Code	IM505
Max. Time	2 hours	Max. Marks	40

Instructions: All questions are compulsory.

1. Social media is reinventing itself. While we still use it for catching up on news, connecting with friends and sharing holiday snaps, it's also becoming a popular way of 'social commerce'. According to a recent study, 76% of US consumers are influenced by social commerce, and in the UK it's 67%. **(2 * 4 marks)**
 - a. What is the relationship between social commerce and e-commerce?
 - b. In future, will e-commerce be able to exist without social applications? Why or Why not?
 - c. Why should a seller drive sale with Shoppable Instagram Stories Stickers?
 - d. What are the advantages and limitations of social commerce for a seller?
2. Answer the following questions: -
 - a. Explain how companies utilize social data research, if in an area of high demand, like New York City, Uber may want to access how it's service of independent drivers compete with New York Taxi drivers. **(1 mark)**
 - b. Mention any 3 free social media analytics tools that can be used by Uber to manage social listening process along with their key metrics that can be tracked. **(6 marks)**
 - c. Explain the steps of sentiment analysis. **(1 mark)**
3. As per Gartner's magic quadrant 2017, Tableau is a market leader across all the BI products. Given the Twitter dataset containing fields: - Tag Id, Hashtag Name, Account Name, Gender, Location, Retweets, Blank views, likes, Date, Time, Sentiment, Day, Month, Year, Hours, Minutes and Number of Followers.
 - a. How can brands or agencies utilize this twitter dataset to increase their reach using tableau analysis and visualization tool? **(4 marks)**
 - b. What is the difference between Traditional BI Tools and Tableau? **(1 mark)**
 - c. Which fields constitute measures and dimensions for this analysis & why? **(1 mark)**
 - d. Differentiate joining and blending while analysing with Tableau? **(1 mark)**
 - e. What is meant by a 'story' in Tableau? **(1 mark)**
4. LinkedIn is an important part of social media that can boost your business if approached properly. Explain using 4 suitable examples, how LinkedIn helps organization with various business insights. **(2 * 4 marks)**

5. Nestlé's current quandary might just show that Indian brands have a long way to go when it comes to social ORM. However, Nestlé took a long time to come out with a proper response despite nearly 19,000 mentions since the controversy broke. (2 * 4 marks)
- a. Where did Nestlé go wrong in online reputation management with Maggi crisis?
 - b. Identify the types of reputational risk that exist online and the give the difference between an issue and a crisis.
 - c. Explain what participatory culture is and why it is important? Recommend ways in which to build a strong participatory culture.
 - d. Some people are afraid of having a bad reputation or getting reviews, so they stay offline. Discuss if this is this a good idea?
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