

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

**POST GRADUATE DIPLOMA IN MANAGEMENT**

FIRST TRIMESTER (Batch 2017-2019)

END TERM EXAMINATIONS (JANUARY, 2019)

SET NO.: ...B...

|             |                                      |             |              |
|-------------|--------------------------------------|-------------|--------------|
| Course Name | <b>Web Analysis and Social Media</b> | Course Code | <b>IM505</b> |
| Max. Time   | <b>2 hours</b>                       | Max. Marks  | <b>40</b>    |

**Instructions: All questions are compulsory.**

1. As Black Friday quickly approaches, retailers are getting ready for one of the busiest sales seasons of the year. As retailers begin to ramp up their in-store strategy and prepare for e-commerce and m-commerce, they may be also thinking about social commerce. (2\*4marks)
  - a. What is the monetization model of social commerce?
  - b. What are the limitations of social commerce for a seller?
  - c. Using real time example state how Social Commerce improves the customer experience.
  - d. Will 'Buy' buttons become standard across all social channels? Why or why not?
2. Design social media campaign for online pizza delivery and explain what are the benefits of using social media analytics in its marketing endeavours? How are different companies using Social media analytics? Points to be consider for designing social media campaign are as follows: (4+4marks)
  - i. Company is new entrant in the market.
  - ii. Funds are limited.
  - iii. Consider all possible social media websites
3. Mention any 3 free social media analytics tools that can be used by brands to manage social media monitoring. What key metrics (KPIs) can be measured using social media monitoring tools. (3+5 marks)
4. A local gym used Google adwords to advertise directly to people searching for a gym membership in their geographic location. Explain how AdWords helped boost the company's website traffic by over 50% within just a few months. (8 marks)
5. The negative event about a product or brand or personality can be reduced considerably with social media. Explain the concept of online reputation management with a suitable example. Companies use various social web tools to create both internal and external communication. Explain various tools involve in external and internal communication. (8marks)