

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA – SEMESTER 3 – EXAMINATION – SUMMER 2019

Subject Code: 3539288

Date: 06/05/2019

Subject Name: Social Media Analytics (SMA)

Time: 02:30 PM To 05:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** Explain the following concepts in brief **14**
- (a) Web Crawling
 - (b) Lead generation
 - (c) Social Campaigns
 - (d) Click Through Rate (CTR)
 - (e) Pay Per Click (PPC)
 - (f) Public advocacy through Social Media
 - (g) Social Media Engagement
- Q.2** (a) What key performance indicators (KPIs) would you recommend to report on Social Media efforts? **07**
- (b) What is Python Programming? In which way can it help in Social Media Analysis? **07**
- OR**
- (b) Which are the popular Social Media tracking tools? **07**
- Q.3** (a) Which are the challenges in Data collection and preparation of Social media analytics? **07**
- (b) Explain the difference between Reach and Engagement. How can we get the insights of Reach and Engagement on Face book? **07**
- OR**
- Q.3** (a) Measuring and Analyzing Social Media Campaign for a Luxury Car Brand of your choice. **07**
- (b) What is data visualization and what is the power of visualization? **07**
- Q.4** (a) What is Game Analytics? Explain in details. **07**
- (b) In what ways can you measure social media return on investment (ROI)? **07**
- OR**
- Q.4** (a) When developing social media channels, it can be very easy to get lost— Design robust Social Media Strategy of your favourite Product / Service to achieve business objectives. **07**
- (b) What is Face Book Campaign? Create a campaign for Parle as a confectionary brand. **07**

Q.5**CASE STUDY:**

Ford Fiesta Movement that involved selecting 100 socially vibrant individuals who were provided with the European version of the Ford Fiesta 18 months prior to it being manufactured and released in the USA. These socially media aware fanatics were encouraged to share their experience with the Ford Fiesta over the 6 months on their Blogs, Twitter, Facebook, Flickr and YouTube channels.

The Numbers

- 11 million Social Networking impressions
- 5 million engagements on social networks (people sharing and receiving)
- 11,000 videos posted
- 15,000 tweets.. not including retweets
- 13,000 photos
- 50,000 hand raisers who have seen the product in person or on a video who said that they want to know more about it when it comes out and 97% of those don't currently drive a Ford vehicle
- 38% awareness by Gen Y about the product, without spending a dollar on traditional advertising (Fords model "Fusion" doesn't have that awareness after 2 years of being out in production and yet it has received hundreds of millions of dollars in traditional marketing spend).

Strategy Adopted by Ford Motors

- Before adopting a strategy or an approach, the company did research to develop its insights about the emerging highly competitive, technology driven car market.
- The Company formulated following strategies to transform the brand popularity and drive its sales after observing its research:
- The company had selected Face book and YouTube platforms to mark its presence on social media and hired the services from '2020 Social Media' for building and nurturing its audiences.
- It focused on integrating its programs on social media, TVC and product launches for effective engagement of the audience through vibrant and youthful activities and contents.
- Tried to gain maximum strategic advantage and competitiveness with its two major attributes – Build quality and stylish looks.
- Generated widespread awareness and social media engagement through series of contests, quizzes and crowd sourced content.

Results Achieved By Ford Motors

The following are the major results achieved by the company in its Fiesta Model.

- The marketing team fulfilled the sales target of 'Ford Fiesta' within three days of its launch.
- Fiesta's fan base was dramatically increased from 500000 to over 2 million within 12 months of its presence on Face book.
- The brand was recognized as the 10th most favourite brand in Segment by NM Incite.
- On an average the brand added more than 2000 fans every day on its Face book page.
- The viral effect of its YouTube videos brought more than 1300 fans daily to its Face book page.

- (a) Which were the major success factors of Ford Fiesta's Social Media Campaign? **07**
- (b) Mention the successful insights from the existing Social Media Campaign which can be used for future Social Media Campaigns. **07**

OR

- Q.5** (a) Which Social Media tools, Ford Fiesta must had used to measure the effectiveness of its Social Media Campaign? **07**
- (b) What are the key learning from the Ford Fiesta's Campaign? **07**
