

Exam Papers for Social Media Marketing in BBA

PAPER # 1

****Instructions: Answer all questions. Each question carries equal marks.****

****Question 1: Social Media Basics (10 marks)****

- a) Define social media and explain its role in modern marketing.
- b) List and briefly describe three popular social media platforms. Provide an example of a brand successfully utilizing each platform for marketing purposes.

****Answer 1:****

a) Social media refers to online platforms and websites that enable users to create and share content. Its role in modern marketing includes building brand awareness, engaging with customers, and facilitating communication. Social media is a powerful tool for businesses to connect with their target audience and promote products or services.

b) Three popular social media platforms are:

- i. ****Facebook:**** Facebook is a widely-used platform for connecting with friends and family. Businesses can create pages to interact with their audience through posts, ads, and other engagement features. For example, Starbucks uses Facebook to share promotions and gather customer feedback.

b) What considerations should businesses take into account when selecting influencers for their marketing campaigns?

****Answer 4:****

a) Influencer marketing involves collaborating with individuals who have a significant following on social media to promote a brand or product. Its benefits for businesses include:

i. ****Authenticity:**** Influencers bring authenticity to the brand by sharing personal experiences with products or services.

ii. ****Reach:**** Leveraging an influencer's large following expands the brand's reach to a wider audience.

iii. ****Credibility:**** Influencers are seen as credible sources, and their recommendations can positively impact the brand's reputation.

b) When selecting influencers for marketing campaigns, businesses should consider:

i. ****Relevance:**** The influencer's content and audience should align with the brand's target demographic and values.

ii. ****Engagement:**** Evaluate the influencer's engagement rate and the authenticity of their interactions with followers.

iii. ****Brand Alignment:**** Ensure that the influencer's personal brand aligns with the values and image of the business.

****Question 5: Social Media Crisis Management (10 marks)****

a) What is social media crisis management, and why is it important for businesses?

b) Provide three proactive strategies that businesses can implement to mitigate the impact of a social media crisis.

****Answer 5:****

a) Social media crisis management is the process of handling and mitigating the negative impact of an unexpected event or situation on social media platforms. It is important for businesses because:

i. ****Reputation Protection:**** Effective crisis management helps protect the brand's reputation by addressing issues transparently and promptly.

ii. ****Customer Trust:**** Timely and honest communication during a crisis can help maintain or rebuild customer trust.

iii. ****Minimizing Impact:**** A well-managed crisis minimizes the potential damage to the brand's image and business operations.

b) Three proactive strategies for businesses to mitigate the impact of a social media crisis are:

i. ****Developing a Crisis Response Plan:**** Having a predefined plan outlining the steps to take during a crisis helps in responding quickly and effectively.

ii. ****Monitoring Social Media Mentions:**** Continuous monitoring of social media platforms allows businesses to identify potential issues before they escalate.

iii. ****Training Spokespersons:**** Designating and training individuals to act as official spokespeople ensures a consistent and controlled communication strategy during a crisis.

****Answer: d) All of the above****

****5. What is the "social media listening" process in marketing?****

- a) Creating social media content
- b) Monitoring and analyzing online conversations about a brand
- c) Building a social media following
- d) None of the above

****Answer: b) Monitoring and analyzing online conversations about a brand****

****Section B: Short Answer Questions****

****6. Explain the concept of influencer marketing and provide an example of how a business might leverage it. (5 marks)****

Answer: Influencer marketing involves partnering with individuals who have a significant online following to promote a brand or product. For example, a fitness brand might collaborate with a popular fitness influencer to showcase their products in workout routines on social media, reaching a broader audience through the influencer's followers.

****7. Briefly discuss the importance of storytelling in social media marketing. (4 marks)****

Answer: Storytelling in social media marketing helps create a connection with the audience. It humanizes the brand, making it relatable and engaging. By telling compelling stories, businesses can evoke emotions, build brand loyalty, and differentiate themselves in a crowded digital landscape.

****Section C: Case Study Analysis****