



Avinashilingam Institute for Home Science and Higher Education for Women
Deemed to be University Estd.u/s 3 of UGC Act 1956, Category A by MHRD [now MoE]
Re-accredited with an 'A++' Grade by NAAC. CGPA 3.65/4, Category I by UGC
Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test II– April 2025
II SEMESTER

Class : I PG

Time: 2 hours
Maximum Marks: 60

23MBA101 Social Media Marketing

Course Outcomes:

At the end of the course, students will:

1. Understand the practical application of various social media platforms for leveraging businesses.
2. Strategically develop marketing campaigns based on a company's vision, goals, target market, research, analytics, budget, and scope.
3. Create relevant and engaging social media content in the form of copy, pictures, videos, infographics, etc.
4. Demonstrate the importance of personal and business branding and their role in social media marketing.
5. Demonstrate the ability to develop, manage and assess the social media campaign of small to mid-sized companies.

Part-A

Choose the Correct Answer

6x1=6

- | | | |
|-----------|---|-------|
| 1. | Pinterest primarily used for
A) Social Networking
B) Image Sharing and Discovery
C) Video Streaming
D) E-commerce | CO3K1 |
| 2 | Collection of related Pins called
A) Folder
B) Catalog
C) Board
D) List | CO3K2 |
| 3 | _____ is most effective for building brand authority on LinkedIn.
A) Personal Updates
B) Industry Articles and Insights
C) Memes
D) Event Invitations | CO4K2 |
| 4 | Which of the following best describes a Tweet?
A) A comment on a blog
B) A 280-character message on Twitter
C) A Facebook post
D) A LinkedIn article | CO4K2 |

- 5 SMART stand for in goal setting. CO5K2
 A) Specific, Measurable, Achievable, Relevant, Time-bound
 B) Strategic, Marketable, Adaptable, Realistic, Timely
 C) Simple, Modern, Accurate, Reliable, Transparent
 D) Specific, Meaningful, Achievable, Reactive, Timeless
- 6 Which platform is most effective for B2B social media marketing. CO5K2
 A) LinkedIn
 B) Instagram
 C) TikTok
 D) Snapchat

Part- B

Answer All Questions

Each answer should not exceed 400 words or two pages

- 7.a. Describe the concept and purpose of Pinterest as a visual discovery and social media platform. CO3K3
 (or)
- 7.b. Describe the concept of Group Boards on Pinterest. CO3K4
- 8.a. How does LinkedIn support brand building, lead generation, and talent acquisition? CO4K3
 (or)
- 8.b. Explain how Twitter functions as a real-time communication platform. CO4K4
- 9.a. How can businesses set Specific, Measurable, Achievable, Relevant, and Time-bound goals? CO5K3
 (or)
- 9.b. How can businesses use tools like Google Keyword Planner and Ubersuggest to identify relevant keywords? CO5K3

Part-C

Answer All Questions

3x12=36

Each answer should not exceed 800 words or four pages

- 10.a. Explain the concept of Pinterest SEO. Discuss how optimizing Pins, Board titles, and descriptions can enhance visibility and reach on the platform. CO3K5
 (or)
- 10.b. Provide a detailed explanation of the steps involved in publishing a Pin. Discuss best practices for adding titles, descriptions, and URLs. CO3K4
- 11.a. How can businesses use platforms like YouTube and Medium for content marketing? Explain the advantages of video and blog content. CO4K4
 (or)
- 11.b. Discuss the role of chatbots and messenger bots in social media marketing. How can AI-powered bots improve customer service and lead generation? CO5K5
- 12.a. Starbucks is one of the most successful brands in leveraging social media for marketing. Through platforms like Instagram, Twitter, Facebook, and TikTok, the company engages with millions of customers globally. By promoting user-generated content, launching interactive campaigns, and maintaining a strong brand identity, Starbucks has built a significant online presence. They implemented some of the Social Media Strategies . Starbucks encourages

customers to share their Starbucks moments using branded hashtags like #Starbucks and #RedCupContest. The company runs successful seasonal marketing campaigns like the annual red cup promotion during the holidays. Starbucks collaborates with influencers and micro-influencers to reach niche audiences. Starbucks uses social listening tools to monitor customer feedback and respond quickly to queries and comments. Platforms like TikTok and Instagram are used to share visually appealing content showcasing beverages and behind-the-scenes stories. Starbucks organizes contests and giveaways to engage audiences and generate brand awareness.

Starbucks successfully leveraged various strategies to increase customer loyalty and brand advocacy, effectively enhancing its overall brand presence. By launching viral campaigns, Starbucks was able to significantly boost customer engagement, which further strengthened its position across multiple social platforms. Moreover, the company's proactive approach to managing customer feedback allowed it to build deeper connections with its audience, fostering greater trust and satisfaction. This holistic approach to customer interaction has ultimately reinforced Starbucks' reputation as a customer-centric brand, ensuring long-term loyalty and advocacy.

Questions:

1. Evaluate the effectiveness of Starbucks' user-generated content strategy. How does it contribute to brand loyalty and customer engagement?
2. Propose additional strategies Starbucks could implement to further enhance its social media presence and brand equity.

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