

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER- III EXAMINATION – WINTER 2019****Subject Code: 3539288****Date: 02-12-2019****Subject Name: Social Media Analytics****Time: 10:30 AM TO 1.30 PM****Total Marks: 70****Instructions:**

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

Q. No.	Question Text and Description	Marks
Q.1	Define the following (a) Bounce rate (b) Auto tagging (c) Data visualization (d) Tweet impressions (e) Engagement (f) Post reach (g) Organic likes	14
Q.2	(a) Explain in detail the social media landscape	07
	(b) How can you leverage social media analytics for your business?	07
OR		
	(b) Explain the need and importance of Social media Analytics for marketers.	07
Q.3	(a) Explain the pros and cons of A/B testing.	07
	(b) With reference to the upcoming Lok Sabha, Elections 2019, how are different political parties using social media analytics to increase their chances of winning.	07
OR		
Q.3	(a) Short note on click stream analysis	07
	(b) The capability to listen to social media is no longer a niche capability for organizations but a necessity to understand customers' perception of their brands online. Justify	07
Q.4	(a) Short note on Data visualisation	07
	(b) What tips would you advise for optimizing facebook ad campaigns?	07
OR		
Q.4	(a) With reference to YouTube Analytics: Explain the Key Metrics to Track and Improve Video Performance	07
	(b) Short note on web analytics	07

Q.5

Indian banks and social media: Real world examples

The strategies of social media pioneers such as State Bank of India, YES Bank, HDFC Bank, and ICICI throw light on how banks are using social media effectively to drive better outcomes.

Consistently ensuring high engagement on Twitter: Virtually every month, SBI figures among the top five Indian brands in terms of brand engagement on Twitter, as per the Economic Times Brand Equity Twitter Advertiser Index. SBI's campaigns, aimed at creating customer interest in digital services, saw high engagement from August 2017 to November 2017. A key aspect of SBI's strategy is timely posts that educate and inform customers.

Using festive occasions to build goodwill: YES Bank used the 2017 Diwali season to run a Digital Diya campaign that encouraged the Indian community to contribute to spreading the light of financial literacy in rural India. The campaign invited users to visit a microsite to light digital diyas. Enthusiastic users responded by lighting one million digital diyas and the bank contributed an equal amount to spreading financial literacy, creating goodwill, and enhancing brand awareness.

Making social media listening a core activity: In August 2017, HDFC Bank launched its in-house state-of-the-art Digital Command Centre (DCC) in Mumbai to listen, understand, and acquire valuable brand insights by monitoring customer conversations on social media. Using dedicated real-time dashboards, the DCC serves as a business intelligence tool for the bank, with its top management, central teams, and marketing department drawing upon its analysis. DCC insights help users realign campaigns and also take corrective action based on what influencers are saying on social media.

Using social storytelling to market niche products: ICICI Bank's #FundYourOwnWorth campaign promotes a savings account with special benefits for women who want to empower themselves. The campaign smartly leveraged social media storytelling by using socially curated real-life stories of successful women to sell a niche financial product, while also building brand affinity among working women.

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| (a) | With reference to the above case study, why are banks making their Social media presence to a greater scale than before? | 07 |
| (b) | Comment on the ICICI bank's social story telling initiative. How can this be advantageous to the bank? | 07 |

OR

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| Q.5 | (a) | In lines with top five Indian brands in terms of brand engagement on Twitter, what does brand engagement on twitter mean and how it has become an integral part among Indian banks for interacting with thir customers? | 07 |
| | (b) | Comment on the HDFC's Presence on Social media platform and advise how they can take their presence a step forward. | 07 |
