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Question Paper Code: U9D74

B.E./B.Tech. DEGREE EXAMINATION, APRIL /MAY 2025

Open Elective

21UCB974- MARKETING MANAGEMENT STRATEGY

(Regulations 2021)

(Common to All Engineering Branches)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 2 = 20 Marks)

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| 1. Expand SMM and SMC. | CO1- U |
| 2. Classify the types of Influencer Marketing. | CO1- U |
| 3. Mention the types of KPI. | CO1- U |
| 4. Compare the email marketing and social media marketing. | CO1- U |
| 5. Explain the viral impact of social media, and how can it benefit brands. | CO1- U |
| 6. Explain the Maslow's Theory. | CO1- U |
| 7. Compare public and private posts in social media. | CO1- U |
| 8. Examine the main privacy concerns associated with social media platforms. | CO1- U |
| 9. Classify the types of marketing Research. | CO1- U |
| 10. Examine the overall objective of my social media presence on Facebook. | CO1- U |

PART – B (5 x 16= 80 Marks)

11. (a) Apply the task with developing a social media marketing strategy for a new vegan snack brand targeting health-conscious millennial. The brand is launching a new product line that includes energy bars and plant-based protein snacks. The objective is to build brand awareness, drive product trials, and encourage social sharing. How would you structure the campaign across multiple social media platforms, and what tactics would you use to achieve these goals?

Or

- (b) Apply the task with the marketing manager for an online subscription service and how would you apply engagement marketing principles to encourage new subscribers to stay for at least one year? CO2- App (16)
12. (a) Explain the step-by-step strategy performance of a Google AdWords campaign for an online clothing store? CO1- U (16)
- Or
- (b) Explain in detail about digital transformation. CO1- U (16)
13. (a) Explain in detail about CO1- U (8)
- (i) Social Media Audience (8)
- (ii) Social Media Influencers
- Or
- (b) Explain in detail about Evolution of social media. CO1- U (16)
14. (a) Apply the task You're at a family gathering and post a photo on Facebook. A family member tags you in another photo on their Instagram. Later, you realize that the photos show sensitive information (e.g., a private event or location). What steps should you take to protect your privacy? What steps should social media platforms take to ensure better privacy protections for users in the future? CO2- App (16)
- Or
- (b) Apply the task when non-profit organization is launching a social media campaign to raise awareness for a social cause. You've been hired to develop a measurement framework to track the success of this campaign. What key performance indicators (KPIs) would you use, and why? CO2- App (16)
15. (a) Discuss in detail about CO1- U (8)
- (i) Analyzing Reach and Engagemen (8)
- (ii) Post-Performance Evaluation on Facebook
- Or
- (b) Examine the Parameters and Demographics in Marketing Research CO1- U (16)