Program:	**T.Y.B.AMMC**	**Semester:**	**V**	**Program Code:**	**UGMMC01**
Course:	**Influencer Marketing**			**Course Code:**	**NUMM505**
Duration:	**1 Hour**	**Examination Pattern:**	**NEP-Autonomous-External**	**Max. Marks:**	**30**

Examination:

REGULAR

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Q. 1		**Attempt any ONE of the following. (15 marks each)**	[15]	CO's	KL's
	(a)	A skincare company is launching an organic face wash targeting women aged 18–30 years. Explain various types of influencers and suggest the appropriate type of influencer should the company choose here and why?		CO1, CO2	L3
	(b)	Design a successful influencer campaign of your choice.		CO3	L6
Q. 2		**Attempt either A and B or C and D from the following:**	[15]	CO's	KL's
	(a)	Define influencer marketing and list the characteristics of Influencer Marketing.	[8]	CO1	L1
	(b)	Describe the ethical concerns in influencer marketing.	[7]	CO4	L2
		OR			
	(c)	Analyse the formats of content creation.	[8]	CO3	L4
	(d)	Justify how storytelling is important in influencer marketing.	[7]	CO2	L5

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