

**Duration : 01 HR****Marks: 25****Q.1) Case Study:****05 marks**

One of the most successful and well-known examples of social marketing in action is the global coffee chain Starbucks, which has built its brand on the values of social responsibility and environmental sustainability. Starbucks has used various strategies to communicate its social and environmental commitments to its customers, employees, and stakeholders, and to influence their behavior and attitudes. Some of these strategies are, creating a shared value proposition: Starbucks has aligned its business goals with its social and environmental goals, and has communicated how its products and services create value for both the company and society. For example, Starbucks sources its coffee beans from farmers who follow ethical and sustainable practices, and pays them a fair price. This ensures the quality and consistency of its coffee, while also improving the livelihoods and well-being of the farmers and their communities and engaging customers and employees in social and environmental causes. Starbucks has involved its customers and employees in various initiatives and campaigns that support its social and environmental causes, such as reducing waste, conserving water, fighting climate change, promoting diversity and inclusion, and supporting local communities. For example, Starbucks offers discounts to customers who bring their own reusable cups, encourages employees to volunteer in community service projects, and donates a portion of its profits to social and environmental organizations.

A) Analyse the above case in your own words.

Q.2) A) State the impact of social media on individual .

**10 marks****OR**

Q.2) B) Write a note on Instagram.

**10 marks**

Q.3) A) State the concept of Cyberbullying.

**10 marks****OR**

Q.3) B) Explain the use of AI on social media.

**10 marks**

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