

Program/Sem: T.Y.B.A.M.M.C – Sem - V Course: Social Media Marketing
 Program Code: 4000165 Course Code: BAMMC EASM 1505
 Duration: 2 ½ Hour Max. Marks: 75
 10 NOV 2025

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

- Q. 1** Nike, the global sportswear giant, has successfully transformed its social media presence into a motivational platform that inspires millions worldwide. Through powerful storytelling, Nike connects with its audience using campaigns like "Dream Crazy" featuring Colin Kaepernick and "You Can't Stop Us" which celebrates resilience and inclusivity. The brand uses platforms like Instagram, YouTube, and TikTok to share short-form motivational videos, athlete journeys, and user-generated fitness stories. Nike's strategy blends emotional storytelling with influencer collaborations and community engagement through its *Nike Run Club* and *Nike Training Club* apps. To measure performance, the company tracks engagement rates, follower growth, hashtag participation, and app downloads — helping it maintain a strong global community.
- a) How has Nike used social media to inspire and connect with its audience? [04]
 - b) What role do influencers and athletes play in Nike's social media strategy? [04]
 - c) How does Nike use social media to promote inclusivity and storytelling? [04]
 - d) What key metrics does Nike use to measure the success of its campaigns? [03]
- Q. 2** **Answer the following** [08]
- a) Explain the difference between B2C, B2B, C2C & C2B? [07]
 - b) What is Email marketing? Discuss different types of Email marketing.
- OR**
- c) What is the importance of social media marketing? [08]
 - d) How to use campaign management for Face book? [07]
- Q. 3** **Answer the following** [08]
- a) State the myths of social media marketing. [07]
 - b) Usage of blogs by companies for effective campaign management. Explain
- OR**
- c) State the types of Internet marketing. [08]
 - d) Explain how LinkedIn is used for personal branding. [07]
- Q. 4** **Answer the following** [15]
- a) Explain the growth of Face book platform. Also discuss the key elements involved in Face book advertising.
- OR**
- b) Explain the Social Media Life Cycle. [08]
- Q. 5** **Short Note: (Any 3) (5 marks each)** [15]
- a) Hashtag
 - b) Keywords
 - c) LinkedIn
 - d) Emoji
 - e) Mobile Marketing