GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER– III • EXAMINATION – WINTER 2019

Subject Code: 4539295   **Date: 30/11/2019**
Subject Name: Social Media Analytics
Time:10.30 am to 01.30 pm   **Total Marks: 70**

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

Q.1	**(a)**	Give definition of following terms:	**14**
		1. Social media analytics	
		2. Business Matrix	
		3. Web crawling	
		4. Big data	
		5. Data Integration	
		6. Reach	
		7. Data Visualization	
Q.2	**(a)**	How social media analytics can be used in Education sector? Explain with hypothetical example.	**07**
	(b)	Explain role of social network analysis in insurance sector.	**07**
		OR	
	(b)	Explain various sources of social media data with examples.	**07**
Q.3	**(a)**	What is web analytics? Explain various web analytics tools with proper examples.	**07**
	(b)	What is Google Analytics? Explain various applications of Google analytics.	**07**
		OR	
Q.3	**(a)**	Explain the process through which one can analyse reach and engagement in Facebook with proper examples.	**07**
	(b)	Explain various techniques to measure social media campaigns.	**07**
Q.4	**(a)**	Explain various methods of analyzing social media data.	**07**
	(b)	Explain role of unity30 in advertising and Game analytics.	**07**
		OR	
Q.4	**(a)**	What is Python programming? Explain its use in social media analytics.	**07**
	(b)	Explain processing and visualizing of data with proper examples.	**07**
Q.5		Honda Cars India is one of the pioneers in the automotive industry in India, with a 70-year legacy in engineering and technology. In India, compact sedans and eSUVs are on the rise. To successfully dominate both segments, the auto brand hired Interactive Avenues, one of the first full-service digital agencies in the	**14**

country. The agency used the Facebook family of apps to raise awareness and drive consideration for both the Honda Amaze and Honda WR-V. In the automotive category, the customer journey is a long process that involves extensive research before people take action. With this understanding, Honda Cars India adopted a "full-funnel" strategy, which consisted of running two campaigns on Facebook. The first campaign had an awareness objective and was aimed at promoting discovery. The second had a conversion objective to encourage purchases. Together with its marketing agency, Interactive Avenues, Honda Cars India looked to Facebook for the customer insights and quality leads that would effectively drive discovery and sales for the Honda Amaze and Honda WR-V. With demographic and location targeting, Honda Cars India reached people in specific regions and cities in India. The brand used reach and frequency buying to connect with its audiences often enough to have an impact. It used a storytelling strategy to arrange the ad sequence, and selected automatic placements to run the campaign across Facebook family of apps to reach more people. The brand ran attractive photo and video ads in a carousel format, which featured the cars' key highlights to grab people's attention and deliver impactful messaging. Interested customers could click through to learn more about the car models on the Honda Cars India website.

Honda Cars India used information from the Facebook pixel on its website to create Custom Audiences of people who: completed a lead form but weren't verified leads, were verified leads who did not take a test drive, took a test drive but did not purchase. The brand customised ads for each group to reach them again and entice them to take action. The brand also determined the level of purchase intent from the video view duration and served ads showing car features to those with low intent, ads featuring car reviews to people of medium intent, and ads highlighting introductory offers to those with high intent. It also created lookalike audiences based on the Custom Audiences to reach more potential customers. Honda Cars India served its ads in different languages (English, Hindi and Tamil) to people in different regions of India. By engaging its regional audiences in their native languages, the brand enhanced ad recall and drove higher brand association. The brand also partnered with the Facebook team to transform its existing photo assets into mobile-optimised videos. The videos were short, edited for sound-off viewing and framed for mobile phones. Using Facebook's easy-to-use Create to Convert framework, Honda Cars India also added lightweight motion to the photos and turned them into videos with a clear call to action at the end to encourage conversion.

(a) "Do you think it is wise step to launch the campaign on social media": Justify the statement.

(b) Explain various pros and cons of campaign use by Honda.

OR

Q.5 **(a)** Design a social media campaign for Honda in any another social media. **07**

(b) Explain the various obstacles will be faced during the designing of this campaign. **07**

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