



**FINAL EXAMINATION**  
**MARCH 2024**

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<b>COURSE TITLE</b>	<b>SOCIAL MEDIA CONTENT MARKETING</b>
<b>COURSE CODE</b>	<b>RMKT3613</b>
<b>DATE/DAY</b>	<b>24 JUNE 2024 / MONDAY</b>
<b>TIME/DURATION</b>	<b>09:00 AM - 11:00 AM / 02 Hour(s) 00 Minute(s)</b>

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**INSTRUCTIONS TO CANDIDATES:**

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 9 Printed Pages including front page)

**\*\*\*DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO\*\*\***

This question paper consists of TWO (2) sections. Answer ALL questions in the answer booklet provided. [100 MARKS]

SECTION A

(40 Marks)

There are TWENTY (20) questions in this section. Answer ALL questions in the answer booklet.

1. Which network has the longest life for a piece of content?
  - A. Facebook
  - B. LinkedIn
  - C. Instagram
  - D. Pinterest
  
2. Which software(s) below are social media schedulers you can use to manage and moderate your posts? (Select all that apply)
  - A. HubSpot
  - B. SproutSocial
  - C. LinkedIn
  - D. Facebook Creator Studio
  
3. FloFlowers receives a comment from a customer named Imran on their Facebook page. It reads:

“Hey Nina—I loved my bouquet but I think it introduced termites into my home. I need to talk to you.”

How do you respond?
  - A. No respond
  - B. “Hi Imran, please remove your comment from our page. It looks bad for our business. Thank you.”
  - C. “Hi Imran—we’re sorry to hear that. That’s not in line with our standards, and we’ll DM you now to talk about this.”
  - D. “Hi Imran, sorry to hear about your experience. There’s nothing much we can do now. Thank you and have a good day”
  
4. Which of the following categories does engaging social media content typically fall into when trying to create value for our audience on social media, and create posts that will keep them engaged?
  - A. Posts that are educational, that teach, update, or inform.
  - B. Posts that are inspirational and feel-good
  - C. Posts that are fun and entertaining
  - D. All of the above

5. True or False: The first thing to determine when starting to storyboard is your engagement goal for our social media post and what story you're going to tell.
- A. True
  - B. False
6. Fill in the blank: To effectively tell your business' story, you need \_\_\_\_\_.
- A. a mission with supporting values
  - B. great products and services
  - C. a testimonial from a happy customer
  - D. an interesting history
7. Storyboarding is great for \_\_\_\_\_.
- A. brainstorming
  - B. setting out visual cue for a written piece
  - C. boosting your content productivity
  - D. all of the above
8. True or False: When you create a content calendar you save time and stress, but you should not tweak it as you go so that you keep to your original goals regardless of engagement or audience reaction.
- A. True
  - B. False
9. When coming up with new content that's engaging, informative, or fun, there are many different topics you can post about. Which of the following are examples of the different kinds of posts you can create for your page?
- A. A series of public statements responding to negative customer reviews.
  - B. A series of posts promoting a competitor's page to show why their product or service is better.
  - C. A video from the perspective of an employee showing followers what it's like to work at your business.
  - D. A social media takeover by an influencer for a day.
10. How is Instagram **NOT** an effective Monitoring Tool?
- A. Provides an insight on when the account has engaged it's audience the most
  - B. Instagram Insights tells the whole story of your audience
  - C. Allows you to track the number of follows and unfollows for the month
  - D. Gives you a graph on your audience's most active times based on Hours/Days

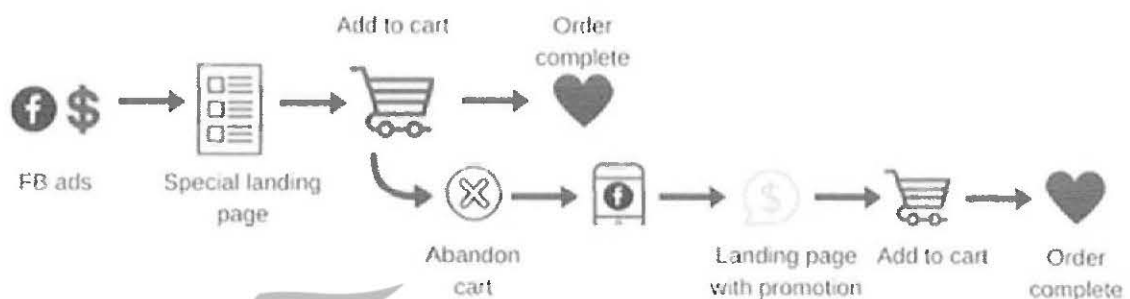
11. What images create strong emotional engagement?
- A. Images that create an emotional reaction in the viewer but also share a common theme with your contents message
  - B. Images that are blurry and hardly can be seen.
  - C. A catchy headline that promises something that they will only under deliver.
  - D. Images with a standard color guideline and theme, promoting product and services
12. Which is the statement below is myth of social media optimization?.
- A. Social Media is Free of Cost
  - B. All Social Media Platforms Are Equal
  - C. Great Content Leads to Big Audience
  - D. All of the above
13. When it comes to social listening, how do you know which social network to start with?
- A. Start with the social networks your buyer personas use to learn about and interact with brands
  - B. Facebook has over two billion monthly active users, so start there.
  - C. Create an account on all of them, and see which ones your audience gravitates towards
  - D. If you haven't started your social presence by now, unfortunately it's too late
14. Your manager has tasked you with writing a story that will help make the company stand out from their competitors. Keeping this in mind, what's the most effective question you should start with?
- A. What are you offering?
  - B. How will this help your audience?
  - C. Why are you doing what you are doing?
  - D. How is the company's product the best in Malaysia?
15. Let's say you conduct a content audit on your competitors and find out that Live video is the trend now and gets more engagement, but you haven't tried it yet. What do you do?
- A. Give up they've already won the space, and it's doubtful you can catch up at this point.
  - B. Immediately start making an unplanned live video randomly on every channel to take back your audience.
  - C. Test out live video on different channels, and see how your audience responds
  - D. Why bother with the live video, just continue what you're currently doing on your social media page.

16. Why are hashtags helpful?

- A. To aid search, track campaigns, and influence the creation of user-generated content
- B. To keep track of ephemeral content that disappears
- C. To demonstrate to executives the power of organic reach on a piece of content
- D. All of the above

17. Below is the diagram of a Paid Traffic Conversion Funnel.

Paid Traffic Conversion Funnel



Select the correct answer for the missing technique:

- A. Remarketing
- B. Look-alike ads
- C. email automation
- D. Lead generation

18. Based on history, what are the biggest content marketing challenges? Choose all that applies.

- A. Producing engaging content
- B. Maintaining volume, quality and speed.
- C. Providing a Variety of content
- D. Budget to produce content

19. The social media content for conversation which drives more engagement includes all of the following: (Choose all that apply).

- A. Questions
- B. Caption this photos
- C. Carousel
- D. Polls

20. Based on the Facebook ad diagram below, choose the correct answer:

Detailed Targeting ⓘ Include people who match ⓘ



This method is known as \_\_\_\_\_.

- A. interest targeting
- B. interest and behavior targeting
- C. interest, behavior and geographic targeting
- D. interest, behavior, geographic and age targeting

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**SECTION B**

**(60 Marks)**

There are **THREE (3)** questions in this section. Answer **ALL** questions.

**QUESTION 1**

Brand management is critical for any brand to establish loyal followers who not only believe in the brand, however customer service as well. When a customer offers neutral feedback online, it has the capacity to impact a company's reputation in significant ways.

Neutral reviews usually combine positive comments with negative feedback. Neutral reviews are brief and they lack details. They happen because customers don't feel strongly enough either way to describe their experience in great detail.

Imagine you are a social media brand experience manager at a floral arrangement establishment. A customer left a neutral review regarding your Fall bouquet. As an experienced manager, you are responsible for responding back to the customer. Write a response to turn the review into a positive review and to win the customer back.

Write a response to Cristina F. keeping in mind the 4 steps below for responding to a neutral comment:

1. Say Thank You
2. Reinforce the positive
3. Address the negative
4. Take it offline for more details

**(10 marks)**

**Cristina F.**  
Chicago, IL  
0 friends  
25 reviews  
21 photos

11/5/2016

I love the fact that a percentage of their sales go to a local charity, that's one of the reasons why I decided to order a Medium Fall bouquet for a friend's birthday. However I wasn't very impressed as it looked nothing like the photo on the website. There is no fall color in them.

Floral arrangement ordered

Floral arrangement delivered

3 people voted for this review

Useful 3 Funny 2 Cool 2

**QUESTION 2**

Siti is a smart, creative, and talented person. She has come up with an idea for a software product that every small business owner should use to improve their business. Her CRM productivity software known as Bingo, which is similar to Trello, allows collaboration and task monitoring. On Bingo, employees can plan and execute and other employees can monitor who owns which task and who has completed the task. Her software replaces manual filing, tracking, workflow management and reporting.

She decides to create a web-based application and charge a monthly subscription fee. Siti hires a top-notch programmer who can give her a functional web app for only RM30,000 (ouch). Siti then spends three days writing the site copy that explains all the benefits her software service has to offer. The site launches. And nothing happens. So where did Siti go wrong?

There's an old saying in direct marketing circles, start with the prospect, not the product.

- a. Based on the Customer Persona template below, write down customer personas targeting TWO (2) different audiences who need/want Siti's productivity software.

One complete customer persona will be given 10 marks. You are required to write down two (2) complete customer personas.

(20 marks)

**I Ideal Customer Persona: Who is Your Customer?**

Name:		Who am I? (age, gender, location, job position, industry, etc)	
What's my personality?			
What are my interests?	What are my skills?	What are my goals?	What are my dreams?
What's my relationship with technology? (What devices do I use often? What channels do I use? How often am I online?)		Why should I use (your product/service)?	

- b. Which is the suitable Social Media platform to drive awareness towards Bingo? Explain why? Choose **One (1)** from these options given below or you may write any one platform not listed which is relevant:

- i) LinkedIn
- ii) Instagram
- iii) YouTube
- iv) Facebook
- v) TikTok
- vi) Discord

(3 marks)



- c. Choose one target audience from your customer persona and write down the perfect Facebook Ad for Bingo. Your ad objective is to drive traffic or Conversions. Imagine you are creating an ad with an image. You are **NOT** required to draw the image.
1. You are required to include all the important information that goes above the fold (software features/landing page/your contact details) where they have to click to 'see more'. You may include an emoji if necessary. You may also start with an interesting offer such as a discount or a trial. (2 marks)
  2. Now write the description below the fold (into that appears after they click 'see more') (4 marks)
  3. Finally include a Call-To-Action (1 marks)

### QUESTION 3

Create a Social Media campaign that will drive new leads and engagement for an Animal rescue movement who works hard in educating the public to end pain and suffering and to ensure that the rescued animals are rehabilitated and rehomed. The movement is focused on domesticated pets, farm animals, or wildlife. As a Social Media manager, you are required to create a social media campaign to save the animals and create awareness. You are required to use content as a power of expression to spread awareness. Use these points below as a guideline and write down a Social Media campaign that will drive people to engage.

- Campaign Title:  
Campaign Objective:  
Campaign Goals/KPI:  
Campaign Duration:  
Campaign Budget:  
Campaign Mechanism (How it works? Explain in detail including the social media platform):  
Advertisement Platform/PR/KOL initiative  
Campaign Outcome:

(20 marks)

\*\*\* END OF QUESTION PAPER \*\*\*