

MBEP 3004

M.B.A. DEGREE EXAMINATION, MAY 2026.

Third Semester

Common Elective

SOCIAL MEDIA MARKETING

(2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. Contrast social consumers and traditional consumers.
2. Evaluate the importance of targeting the right audience in social media marketing.
3. Summarize the role of influencers in social media marketing strategies.
4. Compare social networks and social bookmarking in terms of marketing utility.

5. Justify the importance of live streaming as a tool for real-time engagement.
6. Investigate the role of analytics tools in managing online reputation.
7. Explore the role of Twitter in driving traffic and facilitating conversations.
8. Assess the importance of visual storytelling on Instagram.

PART B — ($5 \times 8 = 40$ marks)

Answer any FIVE questions.

9. Assess the importance of social applications in the digital marketing landscape.
10. Elaborate on the role of social media in shaping consumer behavior.
11. Explore the challenges of measuring the ROI of social media marketing campaigns.
12. Examine the utility of collaboration tools in social media marketing efforts.
13. Investigate how picture-sharing platforms like Instagram support visual storytelling.

14. Evaluate the challenges of managing data across multiple social media platforms.
15. Defend the use of social media metrics in assessing the success of marketing campaigns.
16. Contrast the effectiveness of marketing strategies across different social media platforms (e.g., Facebook vs. Instagram).

PART C — ($1 \times 15 = 15$ marks)

Answer the following.

17. Case study: Compulsory

Fenty Beauty, the cosmetics brand founded by music icon Rihanna, has been widely recognized for its successful use of influencer marketing, which played a pivotal role in its launch in September 2017. The brand quickly became a sensation, largely due to its inclusive approach to beauty and the strategic use of social media influencers to amplify its message.

The core of Fenty Beauty's marketing strategy was its emphasis on diversity and inclusivity, a gap in the beauty industry that many consumers had long felt was overlooked. The brand launched with 40 shades of foundation, catering to a wide range of skin tones, which was a significant departure from the limited shade ranges offered by many other brands. This focus on inclusivity became the cornerstone of Fenty Beauty's brand identity.

To spread the word, Fenty Beauty leveraged the power of influencer marketing. The brand collaborated with a diverse group of influencers, including beauty bloggers, makeup artists, and social media personalities across various platforms such as Instagram, YouTube, and Twitter. These influencers were chosen not just for their large followings but also for their alignment with the brand's values of inclusivity and authenticity.

One of the most notable aspects of Fenty Beauty's influencer marketing strategy was its focus on micro-influencers-individuals with smaller but highly engaged audiences. These influencers were seen as more relatable and trustworthy by their followers, which helped to create authentic connections with potential customers. By using micro-influencers, Fenty Beauty was able to generate significant buzz in niche communities, which translated into widespread excitement and anticipation for the brand's launch.

Fenty Beauty also employed high-profile influencers and celebrities to further amplify its reach. For example, popular beauty YouTubers like Jackie Aina, who is known for advocating for more diversity in the beauty industry, were among the first to receive and review Fenty Beauty products. Their positive reviews and tutorials reached millions of viewers and played a crucial role in establishing Fenty Beauty's reputation as a game-changing brand.

The launch of Fenty Beauty was a massive success, generating \$100 million in sales within its first 40 days. The influencer-driven campaign not only created immediate buzz but also established a loyal customer base that continues to grow. The success of Fenty Beauty has had a lasting impact on the beauty industry, pushing other brands to expand their shade ranges and embrace more inclusive marketing practices.

However, the case of Fenty Beauty also highlights some challenges of influencer marketing. The reliance on influencers means that the brand's reputation is closely tied to the actions and opinions of those influencers. Any controversy involving an influencer can quickly reflect on the brand itself. Additionally, the competitive nature of influencer marketing can lead to oversaturation, where consumers become desensitized to influencer promotions.

Questions:

- (a) Analyze how Fenty Beauty's use of micro-influencers and high-profile influencers contributed to its successful launch. What made this strategy particularly effective in the beauty industry?
 - (b) Evaluate the potential risks associated with influencer marketing, using Fenty Beauty as a case study. How can brands mitigate these risks while maximizing the benefits of influencer partnerships?
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