


Name:		
Enrolment No:		
UNIVERSITY OF PETROLEUM AND ENERGY STUDIES Online End Semester Examination, May 2021		
Course: Social and Digital Media marketing Program: MBA (Marketing) Core Course Code: MKTG70006P		Semester: II Time 03 hrs. Max. Marks: 100
SECTION A 1. Each Question will carry 5 Marks 2. Instruction: Complete the statement / Select the correct answer (s)		
S. No.	Questions	CO
Q1	What is Social media marketing?	CO1
Q2	What are the four pillars of Social media marketing?	CO2
Q3	Comment on Content Design.	CO2
Q4	Is You Tube relevant for marketing purposes?	CO3
Q5	Should each functional areas of a company have its digital/social media initiatives?	CO4
Q6	Illustrate the usage of Google Ad Words in the context of Digital marketing.	CO2
SECTION B 1. Each Question will carry 10 Marks 2. Instruction: Write short or Brief Notes		
Q7	Is social media marketing taking the place of e-mail marketing? How should the subscriber list be grown?	CO1
Q8	What is content marketing? What qualifies as content? Discuss with relevant examples.	CO3
Q9	How should you utilize the LinkedIn and Facebook for promotion of your family business or the other businesses?	CO4
Q10	Explain the importance of SEO in business processes and performance improvements.	CO3
Q11	When it is better “not to engage” on social media? Discuss with example.	CO4
SECTION C 1. Each Question will carry 20 Marks 2. Instruction: Write long answers		
Q12	Content marketing can facilitate industry though leader- Comment with relevant examples. How should the companies design content marketing strategies? Should one design a ‘timely’ or ‘evergreen’ content? OR	CO4

	Describe a successful social campaign that you would like to run for success of your company/ service/products. How the social media tools can be used for customer services?	
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