

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination – December 2021

Program: BBA- Digital Marketing
Subject/Course: Understanding Digital Marketing
Course Code: MKTG 2006

Semester: III
Max. Marks: 100
Duration: 3 Hours

Instructions:

1. The student must write his/her name and enrolment no. in the space designated above. .

SECTION A

1. Each Question will carry 2 Marks
2. Instruction: Complete the statement / True or False.

S.No	Question		CO
Q 1.	_____ means to be able to grow and expand capacity as needed without negatively (or at least minimally) affecting the contributing margin of the business. a) Scalability b) Informational/rational Appeal c) Perpetual Beta d) Feature Appeal e) Social Software f) B & C	2 Marks	CO1
Q 2.	Website optimization helps in _____. a) Increasing the speed of loading b) Bringing traffic to the site c) Increasing the conversion rate d) Getting better ranking in search engine result page e) All of the above f) None of the above	2 Marks	CO1
Q 3.	_____ theory presents characteristics of innovative products that explain the rate at which people are likely to adopt these new options. a) Honeycomb model b) Diffusion of innovation c) Shannon & Weaver communication theory d) Needle theory e) Both A & B	2 Marks	CO1
Q 4.	_____ refutes some accepted belief. Challenging the belief incites people to read the content if only to argue the point. a) The resource Hook b) The contrary Hook	2 Marks	CO1

	<p>c) Share tools d) Microblogs e) None of the above f) All of the above</p>		
Q 5.	<p>How often should a marketing plan be revisited? a) Never, once written it is complete b) As often as needed in order to revisit the plan of action and revise any new actions c) At company board meetings d) During the financial review of the company each month</p>	2 Marks	CO1
Q 6.	<p>_____ Optimization comprises of creating local business listings in websites like Yellow Pages, Foursquare and Yelp. a) On-page b) Off-page c) Local d) Regional e) None of the above</p>	2 Marks	CO1
Q.7	<p>How does negative match help a Digital Marketer? a) It will not allow anyone to make negative comments against you in internet. b) It will find out who is making negative comment against you. c) It will prevent certain associated words associated with your website from being displayed in the Google search. d) It will blacklist people who make negative comment against you. e) None of the above.</p>	2 Marks	CO1
Q.8	<p>Facebook _____ will give you detailed information about the likes that you are receiving, your reach, page, views, post videos and people. a) Analytics b) Insights c) Data d) Impressions e) All of the above</p>	2 Marks	CO1
Q.9	<p>An _____ is a technology platform that facilitates the buying and selling of media advertising inventory from multiple ad networks. a) Demand side platform b) Automated trade Desk c) Supply side platform d) Ad exchange e) None of the above</p>	2 Marks	CO1
Q.10	<p>A _____ affiliate is a type of reward website that pays its members a percentage of money earned when they purchase goods and services via its affiliate link. a) Shooping b) PPC c) Cashback d) Rewards e) None of the above</p>	2 Marks	CO1

SECTION B

1. Each question will carry 5 marks (4*5)

2. Instruction: Write short / brief notes

Q11.	What is pay per click? Explain with examples.	5 Marks	CO2
Q12.	Write short notes on: a) SEO b) PPC <i>Or</i> Digital Display Advertising	5 Marks	CO2
Q13	Explain the difference between a taxonomy and a folksonomy. What role does tagging play in creating folksonomies?	5 Marks	CO2
Q14	SMS marketing is still relevant or not. Share your thoughts on this statement.	5 Marks	CO2

SECTION C

1. This section carries 30 Marks (10*3).

2. Instruction: Write long answer.

Q 15	Develop a social media campaign aimed at the following audience: - Female 24-35 years old - Working professionals - People looking to get married - People who live primarily in the capital city of your country - People who have an interest in sports.	10 Marks	CO3
Q 16	Where does social media marketing planning fit into an organisation's overall planning framework?	10 Marks	CO3
Q 17	Identify a student organization that uses social media to promote its activities and membership opportunities. Briefly review the social media zones in use by the organization and define three SMART objectives for the organization's use of social media. <i>Or</i> Why do some organizations enter the trial phase without planning and research? Is there value in getting social media experience before social media marketing becomes part of the marcom plan?	10 Marks	CO3

Section D

This section carries 30 Marks (15*2).

Q 18	<p>Think about your own business, or take as an example a business that you are interested in. List all of the potential primary and secondary target audience types there might be for that brand and add interests for each. Write down what their interests might tell you about their online habits.</p>	15 Marks	CO 4
Q 19	<p>You are a four-star boutique located in a suburb of Mumbai. Your main target market is couples (aged 30 to 45) and small weddings (up to 70 guests). Weddings are anew venture for your business.</p> <p>Using the business above:</p> <ol style="list-style-type: none"> 1. Set up your social media goals under the following categories: <ul style="list-style-type: none"> - Customers service goals - Product goals - Communication goals - Marketing goals 2. List the social media channels you will use to market the business. <p>Note: When deciding what channels to use, consider the target market (gender, age, location) and the type of products and services you are offering.</p> <p style="text-align: center;"><i>Or</i></p> <p>Deos as a category has picked up phenomenally in India. Pick up any three leading Deo brands (across launch, growth and established stages) and develop the Digital Marketing campaign for the three deo brands.</p>	15 Marks	CO 4