


<b>Name:</b> <b>Enrolment No:</b>			
<p align="center"><b>UPES</b>  <b>End- Semester Examination, December 2024</b></p> <p> <b>Course: Social and Digital Media Marketing</b>  <b>Program: Integrated BBA-MBA</b>  <b>Course Code: MKTG3017</b> </p> <p align="right"> <b>Semester: V</b>  <b>Time : 03 hrs.</b>  <b>Max. Marks: 100</b> </p>			
<b>Instructions:</b>			
<p align="center"><b>SECTION A</b>  <b>10Qx2M=20Marks</b></p>			
S. No.		Marks	CO
Q 1	What is the Full Form of RSS feed?	02	CO1
Q 2	Who is the founder of YouTube?	02	CO1
Q 3	Who is the founder of Facebook?	02	CO1
Q 4	Which country has the largest User Base of Social Media?	02	CO1
Q 5	What is the name of the Parent Company of WhatsApp?	02	CO1
Q 6	What was the earlier name of the Social Media platform “X”?	02	CO1
Q 7	Name the most popular Podcast of the world?	02	CO1
Q 8	Hashtag is a popular feature of which platform?	02	CO1
Q 9	Which is the most popular B2B lead generation?	02	CO1
Q 10	What is the Full Form of SEO?	02	CO1
<p align="center"><b>SECTION B</b>  <b>4Qx5M= 20 Marks</b></p>			
Q 11	Discuss the concept of Alternate Reality?	05	CO2
Q 12	Discuss the role of Conversational strategy on Social Media?	05	CO2
Q 13	Discuss the steps involved in understanding your audience in Social Media advertising?	05	CO2
Q 14	Discuss the steps that Facebook has took to tightened up their Privacy Policies?	05	CO2
<p align="center"><b>SECTION-C</b>  <b>3Qx10M=30 Marks</b></p>			
Q 15	Discuss the concept of Social Gaming? Discuss the advantages of Social Gaming for the companies?	10	CO3
Q 16	Discuss the scope of Wikipedia for improving the corporate image of the firm?	10	CO3

Q 17	<p><b><u>Answer anyone of the following:</u></b></p> <p>Discuss the steps involved in Strategic Integration of social media into Marketing Plan?</p> <p style="text-align: center;">Or</p> <p>As a digital marketing manager, you're asked to design a successful email marketing campaign for a new online fashion retailer. What elements would you include in the email, and how would you segment the audience to maximize engagement and sales?</p>	10	CO3
<b>SECTION-D</b> <b>2Qx15M= 30 Marks</b>			
Q 18	<p>BrightTech, a software company specializing in customer relationship management (CRM) solutions, has been growing rapidly. However, the company noticed a gap in its customer support and engagement strategy. While their website, email, and phone support channels were functional, they were missing opportunities to engage with customers in real-time and through more conversational, personalized approaches. As a result, customer inquiries were often delayed, and potential leads were not being captured effectively.</p> <p>The marketing and customer service teams at BrightTech decided to implement a conversational strategy to enhance customer engagement and improve support experiences.</p> <ol style="list-style-type: none"> <li>Design a follow-up conversational strategy for BrightTech that could help deepen customer engagement after a purchase. What tactics or tools would you suggest to maintain an ongoing dialogue with customers?</li> <li>Evaluate the effectiveness of BrightTech's conversational strategy. Which component (chatbots, live chat, or multi-channel engagement) had the greatest impact on customer satisfaction, and why?</li> </ol>	15	CO4
Q 19	<p><b><u>Answer anyone of the following:</u></b></p> <p>Sarah, a market researcher for a pharmaceutical company, is tasked with gathering insights as her company prepares to launch a new medication. To understand public sentiment, monitor competitor activities, and investigate potential side effects associated with similar drugs, Sarah is exploring the use of Twitter as a research tool. This social media platform could provide real-time data on consumer opinions and trends, but also presents unique challenges, especially when dealing with sensitive health-related information.</p> <p>Questions:</p> <ol style="list-style-type: none"> <li>Analyze how Sarah could effectively use Twitter as a tool for market research in the pharmaceutical industry. What specific strategies or techniques might help her gain valuable insights into public sentiment and competitor actions?</li> </ol>	15	CO4

	<p>2. Evaluate the ethical considerations Sarah should take into account when conducting pharmaceutical market research on Twitter. How might these considerations impact her approach, particularly in handling sensitive health-related data and respecting user privacy?</p> <p>Or</p> <p>StyleHub, a modern fashion brand catering to millennials and Gen Z, has established a solid online presence. Now, the company aims to fully utilize Facebook's marketing tools to broaden its reach, drive traffic to its e-commerce site, and boost sales. By leveraging Facebook's diverse ad formats, audience targeting options, and engagement features, StyleHub hopes to deepen connections with its target demographic and achieve sustained growth.</p> <p>Questions:</p> <p>1. Analyze how StyleHub has utilized Facebook's marketing tools and features to effectively engage millennials and Gen Z. What approaches or features have been most successful, and why might they resonate with this audience?</p> <p>2. Evaluate the key metrics and analytics StyleHub could use to assess the impact of its Facebook marketing campaigns. Which metrics would provide the most insight into campaign success, and how might they inform future strategy adjustments?</p>		
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