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UNIVERSITY OF PETROLEUM & ENERGY STUDIES
Online End Semester Examination – Dec, 2020

Course: Marketing for Digital Economy
Program: BBA (Analytics and Big Data)
Course Code: NKTG 2030

Semester: III
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.	Question	COs
Q1	Which of the following is NOT a part of core value of digital culture a. Empathy b. Integrity c. Rigidity d. Unity	1
Q2	Digital Integrator has to be a a. Digital Alien b. Digital Native c. Digital Immigrant d. It can be anyone of the above	1
Q3	Anticipatory recommendation means --	1
Q4	Crowd sourcing means --	1
Q5	Which of the following best explains earned media? a. Brand controls the channel b. Brand pays to leverage the channel c. Customer become the channel d. None of the above	1
Q6	The big seven of the social media platforms are --	1
	SECTION B 1. **Each question will carry 10 marks** 2. **Instruction: Write short/brief notes**	
Q7	Explain how the transition of CRM to SCRM (Social CRM) is necessary in the digital world.	2
Q8	Discuss the contribution of broad data analysis and market research in understanding Big Data.	2
Q9	Explain how SOLOMO (Social, local, mobile) helps a firm to connect with customers.	3

Q10	Analyze the parameters to measure and refine Integrated Digital Marketing strategies.	3
Q11	Analyze the significance of structural integration for a digitally integrated organization.	3
	SECTION C 1. **Each Question carries 20 Marks** 2. **Instruction Write long answer.**	
Q12	With close reference to 'Branding in digital Era' explain the digital involvement cycle analysis with an example. OR With reference to 'Wearing AI' explain how software as a platform help organizations like Myntra cut costs.	4