

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, December 2020

Course: Sales & Marketing in Digital Age
Program: BBA (Digital Marketing)
Course Code: MKTG – 2005

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

SECTION A

- 1. Attempt all questions. Each question carries 5 marks.**
- 2. Instruction: Complete the given statements.**

| S.N. | Questions | CO |
|------|---|-----|
| Q1 | The modern business environment is termed as VUCA environment. VUCA stands for _____, _____, _____ and _____. | CO1 |
| Q2 | In social media marketing, the concept of 4Rs is quite useful and used frequently. 4Rs indicates _____, _____, _____ and _____. | CO1 |
| Q3 | In digital marketing, _____ are referred as 'paid media', _____ are known as 'owned media' and _____ are named as 'earned media'. | CO1 |
| Q4 | In Unified Theory of Acceptance and Use of Technology (UTAUT) – a prominent technology adoption model, suggested by Prof. Venkatesh & his colleagues, the four determinants of technology usage are _____, _____, _____, and _____. | CO1 |
| Q5 | In the 'Place' strategy of Digital marketing, 'Showrooming' and 'Webrooming' mean _____ and _____ respectively. | CO1 |
| Q6 | In content marketing strategy, _____ content drives traffic from social media to the website, _____ content drives web visitors to sales through call-to-actions (CTAs) and drives repeat traffic to the website, and _____ content drives web visitors to the next stage in the buying cycle through CTAs. | CO1 |

SECTION B

- 1. Attempt all questions. Each question carries 10 marks.**
- 2. Instruction: Write your views/arguments. Give suitable examples to justify your views.**

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|--|---|-----|
| Q7 | What are the key component of an organizational Privacy and Data Collection/Usage policy, and why is it important to have such a policy in place? | CO2 |
| Q8 | “Different types of email formats have different goals and advantages”. Comment. Also, discuss the various elements of email structure and their relevance. | CO2 |
| Q9 | Explain the concept of ‘Customer Lifetime Value’ and ‘Freemium’ and their relevance in the digital marketing landscape. | CO2 |
| Q10 | With the help of suitable examples, explain the concepts of up selling and cross selling. Also, analyze the implications of up selling and cross selling in e-commerce industry. | CO3 |
| Q11 | “OnePlus - a latecomer to the Indian Smartphone market - has disrupted the Smartphone market of India through innovative digital marketing strategies.” Comment and analyze the effectiveness of innovative digital marketing strategies of One Plus Smartphone. | CO3 |
| SECTION-C | | |
| <p>1. Attempt the given question. It carries 20 Marks.</p> <p>2. Instruction: Write your detailed views/arguments.</p> | | |
| Q12 | <p>(a) Analyze the mobile interface of any organization using digital ways to deliver products or services. Consider ways the interface could be improved or modified to reach a wider demographic of customers and present your ideas to the department head responsible for the mobile interface.</p> <p>(b) You are a Digital Brand Manager for an online education platform, and you would like the approval of senior management for investment in YouTube advertising instead of traditional television advertising. You have fifteen minutes to present your argument to the board. Outline the essence of your arguments and action plan for YouTube advertising.</p> | CO4 |