

Name:
Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End-Semester Examination – Dec 2020

Program: BBA (Digital Marketing, E-Business)

Subject/Course: Search Engine Optimization

Course Code: DSIT 2009

Instructions:

Semester: V

Max. Marks: 100

Duration: 3 Hours

1. The student must write his/her name and enrolment no. in the space designated above.
2. Section A: **Type the Answer** question type. Students while answering will be shown a **text box** to type their answers
3. Section B & C: **Scan and Upload** question type. students are expected to write on a **plain white A4 answer sheets** and upload the snapshot of the answer
4. **STUDENTS ARE REQUIRED TO MENTION THEIR NAME, ROLL NO & PROGRAM ON EACH SHEET**
5. Students are expected to **mention correct question numbers** while answering them on Plain white A4 Answer She

SECTION A

1. Each Question will carry 5 Marks
2. Instruction: Complete the statement / True or False.

S.No	Question	CO
Q 1.	POEM reflects the increasing scope of contemporary media and the range of media opportunities to engage audiences. What does POEM stand for? A. paid-for, owned, and earned media B. paid-for, owned, and engaged media C. planned, outset, and earned media D. planned, outset, and engaged media E. None of the above	CO1
Q 2.	Users are able to create content and become more involved with a brand through: A. Door to door B. Online communities C. Direct mail D. Telemarketing E. All of the above	CO1
Q 3.	Which is reflected in web design through _____. A. Different feature stories appealing to different members B. Content referencing the needs of companies C. Different navigation options appealing to different members D. Status of the business in the purchase decision process E. All of the above F. C & D	CO1

Q 4.	<p>_____ is an example of business-to-business services offered by Google application running as part of a customer's website.</p> <p>A. Google Search application providing online website search B. Google Apps Business Application C. YouTube Brand Channel D. Google AdWords click sponsored link advertising E. None of the above</p>	CO1
Q 5.	<p>Which is keeping someone on your website and encouraging them to come back?</p> <p>A. Make a website things to do a website interactive such as quizzes, downloads, etc B. A lot of text to read C. Make it difficult to locate D. Pack a lot of graphics and photos E. All of the above</p>	CO1
Q 6.	<p>6. What is "social media optimization"?</p> <p>A. Creating content which easily creates publicity via social networks B. Writing clear content C. Creating short content which is easily indexed D. Hiring people to create content for social networks</p>	CO1

SECTION B

- 1. Each question will carry 10 marks**
2. Instruction: Write short / brief notes

Q7.	<p>Explain and give examples of the main types of social media platform that can be used to engage with customers and influencers.</p>	CO2
Q8.	<p>It is a Q1 of a new year and you have been rewarded with a sizable digital marketing budget. Display advertising is top of your agenda. Using SMART principles, set out five objectives that you want to achieve for the quarter and year. Outline a plan for how you will go about achieving each objective.</p>	CO2
Q9.	<p>As you go about your social media life, it's important to consider your privacy settings. What are your perceived benefits and concerns about sharing data? How much of your personal data are you sharing and why?</p>	CO3
Q10.	<p>You have a database of 1,000 subscribers that you inherited from your predecessor. You conduct an email marketing campaign and not only is the bounce rate 50 percent, but many more unsubscribe also. Take the steps necessary to clean your data.</p>	CO3
Q11.	<p>Explain the principle and activities of social media optimization.</p>	CO3

SECTION C

1. This section carries 20 Marks.

2. Instruction: Write long answer.

Q12. Identify an organization, which is using a corporate blog, Facebook, and Twitter, for building engagement with its consumer in the virtual space. Compare the type of content hosted by the company in the three disparate virtual media.

OR

With the introduction of mobile devices and social media, strategies for marketing and sales must adapt again. Mobile users are no longer sitting in front of the computer researching a potential purchase. They might be a block away from your store, or even inside, using their mobile devices to search for the information they need to make a purchasing decision. Discuss the opportunities and challenges facing marketers with regard to the use of mobile marketing. Discuss the various ways marketers might send messages to consumers on their mobile phones.

CO4