



<b>Name:</b>			
<b>Enrolment No:</b>			
<b>UPES</b> <b>End Semester Examination, December 2023</b>			
<b>Course: Social &amp; Digital Media Marketing</b>		<b>Semester: V</b>	
<b>Program: BBA (Marketing Management)</b>		<b>Time : 03 hrs.</b>	
<b>Course Code: MKTG3017</b>		<b>Max. Marks: 100</b>	
<b>Instructions:</b>			
<b>SECTION A</b> <b>10Qx2M=20Marks</b>			
<b>S. No.</b>		<b>Marks</b>	<b>CO</b>
Q 1	What is the Full Form of RSS feed?	<b>02</b>	<b>CO1</b>
Q 2	Who is the founder of YouTube?	<b>02</b>	<b>CO1</b>
Q 3	Who is the founder of Facebook?	<b>02</b>	<b>CO1</b>
Q 4	Which country has the largest User Base of Social Media?	<b>02</b>	<b>CO1</b>
Q 5	What is the name of the Parent Company of WhatsApp?	<b>02</b>	<b>CO1</b>
Q 6	What was the earlier name of the Social Media platform “X”?	<b>02</b>	<b>CO1</b>
Q 7	Name the most popular Podcast of the world?	<b>02</b>	<b>CO1</b>
Q 8	Hashtag is a popular feature of which platform?	<b>02</b>	<b>CO1</b>
Q 9	Which is the most popular B2B lead generation?	<b>02</b>	<b>CO1</b>
Q 10	What is the Full Form of SEO?	<b>02</b>	<b>CO1</b>
<b>SECTION B</b> <b>4Qx5M= 20 Marks</b>			
Q 11	How does Social Bookmarking work? Also discuss the benefit of Social Bookmarking?	<b>05</b>	<b>CO2</b>
Q 12	Why do brand need Conversational strategy on Social Media?	<b>05</b>	<b>CO2</b>
Q 13	Discuss the steps involved in understanding your audience in Social Media advertising?	<b>05</b>	<b>CO2</b>
Q 14	How Facebook has tightened up their Privacy Policies?	<b>05</b>	<b>CO2</b>
<b>SECTION-C</b> <b>3Qx10M=30 Marks</b>			
Q 15	How does brand analyze Return on Investment on different Digital platforms?	<b>10</b>	<b>CO3</b>
Q 16	What do you understand by Virtual Currency? Also discuss the concept of “Alternate Realities”?	<b>10</b>	<b>CO3</b>

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>	<b>10</b>	<b>CO3</b>
<p><b>SECTION-D</b> <b>2Qx15M= 30 Marks</b></p>			
Q 18	<p>Imagine you're appointed to revamp the social media marketing structure for a multinational corporation. The company operates in various regions, each with distinct consumer behaviors and cultural nuances. How would you decide on an organizational structure that accommodates these regional differences while ensuring a cohesive global social media strategy?</p>	<b>15</b>	<b>CO4</b>
Q 19	<p><b><u>Answer anyone of the following:</u></b></p> <p>Sarah is a market researcher for a pharmaceutical company. The company is launching a new medication and needs to gather information about public sentiment, competitor activities, and potential side effects related to similar drugs in the market. She is considering using Twitter for research.</p> <p>a) How can Sarah leverage Twitter for market research in the pharmaceutical industry to gain insights into public sentiment and competitor activities?</p> <p>b) What ethical considerations should Sarah keep in mind when using Twitter for pharmaceutical market research, especially when dealing with sensitive health-related information?</p> <p style="text-align: center;">Or</p> <p>StyleHub is a contemporary fashion brand targeting millennials and Gen Z. The company has a strong online presence but seeks to leverage Facebook's diverse marketing tools to expand its reach, drive traffic to its e-commerce platform, and increase sales.</p> <ol style="list-style-type: none"> <li>1. How did StyleHub leverage various Facebook marketing tools and features to engage its target audience effectively?</li> <li>2. What metrics and analytics did StyleHub use to measure the success of its Facebook marketing campaigns?</li> </ol> <p>How can StyleHub further optimize its Facebook marketing strategy to drive sustained growth and brand loyalty?</p>	<b>15</b>	<b>CO4</b>