



Name:	
Enrolment No:	

UPES
End Examination, December - 2024

Course: Introduction to Digital Business and Social Media Tools Program: MBA-DB Course Code: DIGM7001	Semester: 1st Time : 03 hrs. Max. Marks: 100
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Instructions:

SECTION A
10Qx2M=20Marks

S. N..		Marks	CO
Q 1			
i.	Which term refers to integrating digital tools into traditional business processes? a) Digital Transformation b) Business Analytics c) Social Media Optimization d) Content Marketing	2 Marks	CO1
ii.	What is the primary focus of a B2C digital business model? a) Business-to-Business transactions b) Business-to-Consumer transactions c) Business-to-Government transactions d) Business-to-Market transactions	2 Marks	CO1
iii.	Which business model emphasizes providing content as its primary value proposition? a) The Commerce Business Model b) The Connection Business Model c) The Content Business Model d) The Context Business Model	2 Marks	CO1
iv.	What is the main objective of a Hybrid Digital Business Model? a) To focus solely on offline operations b) To integrate both digital and traditional business strategies c) To eliminate traditional business models altogether d) To prioritize digital marketing over product development	2 Marks	CO1
v.	What is the primary role of social media tools in business? a) Generate offline sales b) Enhance personal communication c) Facilitate customer engagement d) Develop hardware solutions	2 Marks	CO1
vi.	Which platform is most suitable for professional networking? a) Instagram b) Facebook c) LinkedIn	2 Marks	CO1

	d) Twitter		
vii.	Which term refers to the process of creating new digital business models? a) Digital Transformation b) Business Model Innovation c) Market Disruption d) Technological Revolution	2 Marks	CO1
viii.	Which company is known for its asymmetric business model, creating an unfair advantage in the market? a) Apple b) Google c) Facebook d) Amazon	2 Marks	CO1
ix.	What is the key aspect of business model innovation? a) Replicating existing models b) Continuous improvement c) Maintaining the status quo d) Avoiding technological advancements	2 Marks	CO1
x.	Which marketing approach is focused on engaging customers through storytelling? a) Product-oriented marketing b) Content marketing c) Direct sales d) Transactional marketing	2 Marks	CO1

SECTION B
4Qx5M= 20 Marks

Q 2	Define the concept of Business Model and its significance in digital contexts.	5 Marks	CO2
Q 3	Explain the classifications of Business Models and provide examples for each.	5 Marks	CO2
Q 4	How can keyword research improve a business's SEO strategy?	5 Marks	CO2
Q 5	What is the main advantage of integrating social media tools with traditional digital business models?	5 Marks	CO2

SECTION-C
3Qx10M=30 Marks

Q.6	Explore the development and implementation of Hybrid Digital Business Models, highlighting their advantages and challenges. OR Explain how data-driven strategies on social media provide businesses with a competitive edge.	10 Marks	CO3
Q.7	Compare and contrast B2C and B2B Digital Business Models, considering their unique characteristics and operational strategies.	10 Marks	CO3
Q.8	Discuss how a small business can use Instagram to grow its customer base. Give example ?	10 Marks	CO3

SECTION-D
2Qx15M= 30 Marks

<p>Q.9</p>	<p>“Social media plays a pivotal role in driving digital transformation by redefining how businesses interact with customers, promote their products, and gain insights. It has significantly impacted traditional business practices by shifting the focus toward real-time engagement, data-driven strategies, and global reach”</p> <p>Q.A . Compare and contrast the customer engagement strategies used in traditional business practices with those enabled by social media? Or Design a social media strategy for a local business aiming to increase its global reach.</p> <p>Q.B. Provide an example of a company that successfully used social media to transform its business practices. What were the outcomes? Or Analyze the impact of social media on the promotional activities of businesses, giving examples of successful campaigns.</p>	<p>15 Marks</p>	<p>CO4</p>
<p>Q.10</p>	<p>Airbnb revolutionized the hospitality industry by introducing a marketplace model connecting travelers with property owners. The platform allows individuals to list their homes or apartments for short-term rentals, providing travelers with affordable and unique lodging options. Airbnb's success lies in its ability to leverage digital tools, including social media for promotion, secure payment gateways, and customer review systems.</p> <p>Key Features of the Model:</p> <ol style="list-style-type: none"> 1) Airbnb operates as a two-sided marketplace. 2) The company does not own the listed properties but earns revenue through service fees on bookings. 3) Hosts and guests rate each other, creating a trust-based ecosystem. <p>Challenges:</p> <ol style="list-style-type: none"> 1) Managing regulatory issues in various countries. 2) Ensuring safety and quality for both hosts and guests. <p>Questions:</p> <ol style="list-style-type: none"> a) How does Airbnb's marketplace model benefit both travelers and property owners? b) What role does the rating and review system play in building trust on the platform? c) How can Airbnb use social media to enhance user engagement and address customer grievances? 	<p>15 Marks</p>	<p>CO4</p>