UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2024

Course: Digital Brand Management
Semester: III
Program: MBA Digital Business   Time : 03 hrs.
Course Code: DIGM 8001   Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.	Statement of question	Marks	CO
Q 1	Which metric is most useful to measure brand sentiment online? a) Click-through rate (CTR) b) Net Promoter Score (NPS) c) Share of Voice (SOV) d) Cost Per Click (CPC)	2	CO1
Q 2	The brands positioned with respect to the competitors' brands so that the flagship or more important brands are protected, are termed as – a) Co-brands b) Flanker brand c) Low-end entry level brands d) High-end prestige brands	2	CO1
Q 3	Estimation of total brand value in financial terms are classified as a) Brand audit b) Brand Tracking c) Brand valuation d) Product valuation	2	CO1
Q 4	What does "A/B testing" help with in digital branding campaigns? a) Identifying competitor weaknesses b) Comparing two brand logos c) Evaluating which version of content performs better d) Reducing campaign costs	2	CO1
Q 5	Which tool would be most effective for tracking online brand mentions? a) Google Analytics b) Sprout Social c) Mailchimp d) Shopify	2	CO1
Q 6	What is "earned media" in digital branding? a) Paid online ads b) Organic publicity gained through customer engagement c) Direct sales from online stores d) Email newsletters	2	CO1

Q 7	Why is a consistent brand voice important in digital branding?
	    a) It minimizes operational costs
	    b) It prevents plagiarism in content
	    c) It ensures recognizability and trust across platforms
	    d) It improves coding efficiency
		2	CO1

Q 8	What is a "brand persona"?
	    a) The fictional character used in ads
	    b) A detailed description of how the brand should be perceived
	    c) The brand ambassador's public image
	    d) The marketing budget allocation
		2	CO1

Q 9	What is the primary function of a "social listening" tool?
	    a) Create content for social media
	    b) Analyze competitor strategies
	    c) Monitor and analyze online conversations about the brand
	    d) Manage paid social media campaigns
		2	CO1

Q 10	What is the key benefit of influencer marketing in digital branding?
	    a) Reduces overall marketing budget
	    b) Provides immediate product sales
	    c) Leverages trust and audience base of the influencer
	    d) Increases email subscribers
		2	CO1

SECTION B
4Qx5M= 20 Marks

	Statement of question		
Q 11	What is the role of content marketing in building a digital brand?	5	CO2
Q 12	What is "user-generated content," and why is it valuable for a brand?	5	CO2
Q 13	How can brands use social media to enhance customer engagement?	5	CO2
Q 14	What are different steps involved in building strong brands? Explain how company are taking leverage of digital medium?	5	CO2

SECTION-C
3Qx10M=30 Marks

	Statement of question		
Q 15	Digitalization has removed several barriers. How has it changed the way of Branding? Discuss.	10	CO3
Q 16	Discuss Brand Dynamics Pyramid with example.	10	CO3
Q 17	A legacy electronics brand has lost relevance with younger audiences. Propose a digital-first rebranding campaign that includes social media tactics, website redesign, and partnerships to rejuvenate the brand's image and attract millennials and Gen Z.	10	CO3

	SECTION-D **2Qx15M= 30 Marks**		
	Statement of question		
Q 18	A streaming platform is losing subscribers due to perceived lack of personalization in its recommendations and branding. Design a data-driven personalization strategy, including how AI and analytics can be integrated into their digital branding efforts. **Or** Suppose you are Digital Brand Manager and working in SBI Bank. What are the various Digital Brand strategies you are going to implement to attract young consumers?	**15**	**CO4**
Q 19	A local coffee brand wants to expand globally as a premium digital-first coffee company. Develop a digital branding strategy that includes brand positioning, social media campaigns, and content marketing initiatives to attract a global audience.	**15**	**CO4**