



Name:

Enrolment No:

UPES

End Semester Examination, DEC 2024

Course: Introduction to Digital Business & Social Media Tools

Program: INT-BCOMH-MBA-BI

Course Code: DSIT3011_3

Semester : V

Time : 03 hrs.

Max. Marks: 100

Instructions:

1. All questions must be answered except for Questions 17 and 19.

2. For Questions 17 and 19, choose one option each:

Question 17: Answer either 17a or 17b.

Question 19: Answer either 19a or 19b.

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q1	Which of the following is NOT a core component of a digital business model? a) Value Proposition b) Revenue Model c) Supply Chain Strategy d) Cost Structure	2	CO1
Q2	Which one of the following determines whether a business passes the model tests? a) Profit Test b) Narrative Test c) Number Test d) Both b) and c)	2	
Q3	Which of the following is NOT a characteristic of a digital business model? a) The value is created using digital technologies. b) The value is created using AI. c) The value is created using a salesperson present online. d) The value is created using recommendation systems.	2	
Q4	Which is the most common digital business model? a) Subscription model b) E-commerce model c) Advertising model d) Data-monetization model	2	

Q5	Which e-commerce model may NOT comprise a necessary monetary transaction? a) C2G b) B2G c) B2B d) B2C	2	
Q6	Which of the following includes the concept of bidding? a) C2B b) B2B c) B2G d) All of the above	2	
Q7	What is the difference between a subscription and a freemium model? a) Consumers must pay an amount in the freemium model to avail of any services. b) Consumers must pay an amount in the subscription model to avail of any services. c) Consumers must use the platform daily in the freemium model to avail of any services. d) Consumers must use the platform daily in the subscription model to avail of any services.	2	
Q8	When a company creates a new demand in the market, it is known as a) Low-end market disruption b) High-end market disruption c) New-market disruption d) Marketing disruption	2	
Q9	SEO is different from PPC in the following ways. a) For SEO, firms need to do keyword research. b) For SEO, firms need to pay an amount for every click. c) For PPC, firms need to do keyword research. d) For PPC, firms need to pay an amount for every click.	2	
Q10	Is CPC the same as PPC in paid advertising? a) True b) False c) In some conditions. d) No answer	2	
SECTION B 4Qx5M= 20 Marks			
Q11	State and describe the different types of influencers.	5	CO4
Q12	Compare and contrast C2C and B2C models.	5	
Q13	What is a data monetization digital business model? Give examples.	5	

Q14	What is SEO, and what are its different types?	5	
SECTION-C 3Qx10M=30 Marks			
Q15	What is data analytics, and how does it help businesses? State the different types with examples of methods/tools.	10	CO5
Q16	Since Amazon is a digital business, describe how it creates value through digital technologies. Also, what business and revenue models does it follow to create value?	10	
Q17a	Suppose you want to start a clothing brand and increase its outreach online. State and elaborate on how you could market your brand digitally.	10	
	(Or)		
Q17b	State and elaborate on the technologies driving digital transformation in the business world. Also, give an example of a business that underwent digital transformation to innovate.		
SECTION-D 2Qx15M= 30 Marks			
Case	<p>ChocoBliss, a premium artisan chocolate brand based in India, gained immense popularity for its unique flavors, sustainable packaging, and commitment to local sourcing. Over the years, the brand built a loyal customer base and achieved significant growth, with a strong presence on social media platforms like Instagram, Facebook, and Twitter. However, as ChocoBliss expanded its operations, it encountered several issues that affected its reputation and social media engagement.</p> <p>Initially, ChocoBliss had an active and engaging social media strategy with frequent posts showcasing behind-the-scenes chocolate-making processes, customer testimonials, and holiday-themed campaigns. However, with their rapid growth, the company struggled to maintain consistency in posting. Posts became sporadic and lacked coherence, leading to a drop in engagement. Competitors with visually appealing and regularly updated content started attracting ChocoBliss's followers.</p> <p>ChocoBliss began to receive complaints about late deliveries and melted chocolates, especially during the summer months. These complaints were amplified on social media platforms, where customers tagged the company, expecting quick resolutions. Unfortunately, ChocoBliss's social media team was overwhelmed and took too long to respond, resulting in public criticism about their customer service.</p>		CO2

	<p>One of the brand’s posts about a "zero-sugar" chocolate line went viral but not for the right reasons. Critics and some health experts began questioning the authenticity of the claim, sparking a heated debate in the comments. This attracted internet trolls who ridiculed the brand, and ChocoBliss struggled to manage the narrative. The controversy dented their image, leading to skepticism about their products among both existing and potential customers. In an attempt to control the backlash from the "zero-sugar" chocolate controversy, ChocoBliss issued a public statement on their Instagram account. However, the tone of the statement came across as defensive rather than empathetic, further alienating their audience. The hashtag #ChocoBlissFails started trending, amplifying the issue and causing a dip in their follower count.</p> <p>Despite having access to social media analytics tools, ChocoBliss’s team failed to leverage them effectively. They did not track trends, engagement rates, or audience preferences, resulting in irrelevant posts that did not resonate with their target audience. For instance, promotional posts about high-end gift boxes were frequently shared, but the audience’s engagement suggested they were more interested in budget-friendly options for daily consumption. As a result, ChocoBliss's engagement rates dropped by 40% over six months. The controversies and poor customer service responses tarnished their reputation as a premium brand. Many loyal customers switched to competitors who were more responsive and consistent in their online presence.</p>		
Q18	<p>a) Determine what went wrong in the company’s social media strategy. b) How could social media analytics help the company?</p>	15	
Q19a	<p>a) Suggest measures to improve the company’s social media presence. b) If you were the social media manager of ChocoBliss, how would you handle the #ChocoBlissFails backlash? What is this process called?</p>		
	(Or)	15	
Q19b	<p>a) Explain the importance of data for this company. b) Elaborate on possible data sources for the company. c) What type of analytics could the company use for improving social media presence?</p>		