UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination – December, 2021

Course: Introduction to Digital Business and Social Media Tools   **Semester: I**
Program: MBA (Digital Business)   **Time: 03 hrs.**
Course Code: DIGM 7001   **Max. Marks:100**

Instructions: Attempt all sections.

S.No.	Section A (Type the Answers in the test box)	10Qx2M=20Marks	COs

Q1	Which of the following is NOT a part of core value of digital culture?
	  a. Empathy
	  b. Integrity
	  c. Rigidity
	  d. Unity
			CO1

Q2	Digital Integrator has to be a
	  a. Digital Alien
	  b. Digital Native
	  c. Digital Immigrant
	  d. It can be anyone of the above
			CO1

Q3	Which of the following is not a part of the Digital mastery quadrants?
	  a.) Fashionistas
	  b.) Digital masters
	  c.) Beginners
	  d.) Amateurs
			CO1

Q4	The profitability in companies is seen highest in?
	  a.) Beginners
	  b.) Digital masters
	  c.) Conservatives
	  d.) Fashionistas
			CO1

Q5	Which of the following best explains earned media?
	  a. Brand controls the channel
	  b. Brand pays to leverage the channel
	  c. Customer become the channel
	  d. None of the above
			CO1

Q6	Digital master firms is seen to be lowest in which of the following industries?
	  a.) Banking
	  b.) IT
	  c.) Pharmaceutical
	  d.) Travel and Tourism
			CO1

Q7	Which of the following is a driver of change?
	    a.) Internet
	    b.) Social
	    c.) Mobile
	    d.) Data
	    e.) All of the above
			CO1

Q8	PaaS means
	    a.) Packaging as a system
	    b.) Platform as a system
	    c.) Platform as a service
	    d.) Packaging as a service
			CO1

Q9	SOLOMO means?
	    a.) Social, local, mobile
	    b.) System, leverage, mobile
	    c.) Social, local, marketing
	    d.) System, local, mobile
			CO1

Q10	Bounce rate means?
	    a.) Landing page conversion
	    b.) Direct traffic
	    c.) Organic traffic
	    d.) Customers leaving company website
			CO1

	Section B **(Scan and upload)**	4Qx5M=20Marks	
Q1	What is Social CRM (SCRM)? Explain the factors that have led to the transition of CRM to SCRM?		CO2
Q2	Discuss the contribution of broad data analysis and market research in understanding Big Data.		CO2
Q3	What is Geo fencing? Explain the significance of geo fencing to digital businesses.		CO2
Q4	Explain the significance of Google Ad words, Bing and Yahoo to digital businesses.		CO2
	Section C **(Scan and upload)**	3Qx10M=30Marks	
Q1	Analyze the consumer decision making in the digital involvement cycle of a consumer with close reference to the text 'Branding in the digital Age'.	10M	CO3
Q2	Explain the role of Amazon web services and cloud computing service in the expansion of businesses by Amazon OR Do a critical analysis of the statement- 'You can't manage what you don't measure' with close reference to the case 'Big Data Management Revolution'.	10M	CO3
Q3	Analyze how the process of lead generation and segment target positioning have changed with reference to 'Tweet me, friend me, make me buy'.	10M	CO3
	Section D **(Scan and upload)**	2Qx15=30Marks	
Q1	What is crowdsourcing? Explain the innovative crowd sourcing strategies of Coke in Australia and suggest similar strategies that can be used in the Indian context.		CO4

| Q2 | Explain the risks and dangers of social consumer advocacy with examples.
OR
Explain the significance of Augmented reality and Virtual reality in digital businesses with examples. | | CO4 |