



Name:
Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2023

Course: Social And Digital Media Marketing
Program: MBA Core (MKTG)
Course Code: MKTG7006

Semester: II
Time : 03 hrs.
Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	
Q 1	Statement of question		CO1
i)	The impressions that make up the data that marketers use to paint your social identity are also known as which of the following? a. Digital identity. b. Lifestream. c. Social footprints. d. Digital brand names. e. Social impressions.	2	CO1
ii)	Which of the following is an on-page activity? a. SMO b. SEM c. SMM d. SEO	2	CO1
iii)	What is the purpose of social media listening? a. To measure the effectiveness of social media campaigns b. To monitor brand mentions and sentiment. c. To automate social media posting d. To purchase ads on social media platforms	2	CO1
iv)	What is the term used to describe the practice of using fake accounts to artificially inflate social media engagement? a. Social media automation b. Social media monitoring c. Social media listening d. Social media manipulation	2	CO1
v)	What is the name for Facebook`s ranking algorithm?	2	CO1

	<ul style="list-style-type: none"> a. Like Rank b. Face rank c. Page rank d. Edge rank 		
vi)	<p>Which of the following is an important aspect of creating blogs and posting content?</p> <ul style="list-style-type: none"> a. Using a witty username b. Posting at least once a month to the blog c. Social Media Optimization d. All the above 	2	CO1
vii)	<p>Which of the following is a characteristic of a successful social media strategy?</p> <ul style="list-style-type: none"> a. Posting content sporadically b. Focusing solely on promotional content c. Ignoring negative comments and feedback d. Engaging with followers and building relationships 	2	CO1
viii)	<p>What is the term used to describe the practice of creating and sharing content that is intended to go viral?</p> <ul style="list-style-type: none"> a. Content curation b. Content amplification c. Content seeding d. Content virality 	2	CO1
ix)	What do you mean by content marketing?	2	CO1
x)	What do you mean by social media crisis?	2	CO1
SECTION B 4Qx5M= 20 Marks			
Q	Statement of question		
Q2.	How would you use social media to engage with existing customers?	5	CO2
Q3.	How would you create a social media marketing strategy for a new product launch?	5	CO2
Q4.	What is a social media influencer and how are they used in marketing?	5	CO2
Q5.	What is a social media audit and why is it important?	5	CO2
SECTION-C 3Qx10M=30 Marks			
Q	Statement of question		
Q6.	A customer has posted a negative review about your product on social media, and it has gained significant attention. How would you respond to the review to address the customer's concern and mitigate any potential damage to your brand reputation?	10	CO3
Q7.	Your client wants to expand their social media presence into new markets. What strategies would you recommend to effectively target and engage	10	CO3

	with a new audience on social media, considering cultural differences and language barriers?		
Q8.	<p>Explain Social Media Framework?</p> <p style="text-align: center;">Or</p> <p>Your company's social media metrics have plateaued, and you are looking for ways to increase engagement and reach. What tactics would you recommend improving your social media performance and attracting new followers?</p>	10	CO3
SECTION-D			
2Qx15M= 30 Marks			
Q	Statement of question		
Q9.	<p>SBI is very popular for attracting old age customers and government employees. Now, SBI chairman has decided to be popular among youth also. You are Social Media Strategy Manager with SBI. SBI Chairman seeks your help to run social media campaign which will help to be popular among youth. What is the various Social Media Campaign you will suggest to the Chairman which will help SBI to become popular among youth. Also suggest various ways how you can make the campaign viral?</p>	15	CO4
Q10.	<p>As you are aware Reliance Jio have recently launched 5G in Indian Market. You are Digital Marketing Consultant to JIO. What are the various digital marketing strategies you will suggest to Mukesh Ambani to attract consumers and make social media campaign viral?</p> <p style="text-align: center;">Or</p> <p>What do you mean by Social Media Crisis Management? Give some examples of different ways through which social media Crisis can happens. What are the different ways to resolve Crisis Management? Explain with respect to Maggie case.</p>	15	CO4