

<b>Name:</b>	
<b>Enrolment No:</b>	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, December 2023**

**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	What is the primary goal of Digital Brand Management? A) Increasing product sales B) Enhancing the brand's online presence C) Creating viral content D) Building physical stores	2	CO1
Q 2	What is User-Generated Content (UGC), and how is it relevant to Digital Brand Management? A) Content generated by robots; it's not relevant to brand management. B) Content created by brand managers themselves. C) Content created by users or customers that can be shared and leveraged by the brand. D) Content produced solely by paid influencers.	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	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 5	Which of the following is an example of a Key Performance Indicator (KPI) commonly used in Digital Brand Management? A) The number of employees in the marketing department B) The number of competitors in the industry C) Social media followers and engagement metrics D) The brand's year of establishment	2	CO1

Q 6	_____are defined in terms of consumers overall evaluations of a brand. A) Brand credibility B) Brand attitudes C) Brand positioning D) Brand judgement	2	CO1
Q 7	What is the term for the practice of optimizing a website to improve its search engine ranking and visibility in search results? A) Social media management B) Content marketing C) Search Engine Optimization (SEO) D) Viral marketing	2	CO1
Q 8	What is the term for the strategy of tailoring content and messages to specific audience segments in Digital Brand Management? A) Content standardization B) Content localization C) Content personalization D) Content isolation	2	CO1
Q 9	Define SEM?	2	CO1
Q 10	What do you understand by the term digital brand personality?	2	CO1
<b>SECTION B</b> <b>4Qx5M= 20 Marks</b>			
	Statement of question		
Q 11	What do you mean by Brand inventory? Explain.	5	CO2
Q 12	How can businesses leverage influencer marketing to enhance digital brand presence?	5	CO2
Q 13	What do you mean by Parent Brand?	5	CO2
Q 14	What do you mean by category extension? Explain its advantages.	5	CO2
<b>SECTION-C</b> <b>3Qx10M=30 Marks</b>			
	Statement of question		
Q 15	Suppose you are a brand manager with Mamaearth and explain its brand positioning. Suggest other social media strategy which you would implement to strengthen brand.	10	CO3
Q 16	Discuss Brand Resonance Pyramid with example. Or A well-established brand is planning to launch a new product line. As a brand manager, outline the key steps you would take in developing a successful launch strategy, considering both online and offline channels. Highlight the challenges you might face and how you would overcome them.	10	CO3
Q 17	Digitalization has removed several barriers. How it has changed the way of Branding? Discuss.	10	CO3

**SECTION-D**  
**2Qx15M= 30 Marks**

	Statement of question		
Q 18	<p>Recently DantKanti toothpaste of Patanjali has captured market very fast. It has thrown various challenges to companies like Dabur, Colgate etc due to which these companies have lost certain brand value. You are a brand manager with Colgate company. How you are going to rebrand Colgate to gain the lost market share. And what are the various digital marketing strategies you will implement to strengthen the brand.</p> <p style="text-align: center;"><b>Or</b></p> <p>A local brand of Garments wants to expand its market internationally. Develop a comprehensive global marketing strategy, considering cultural nuances, market research, and adaptation of the brand for a new audience.</p>	<b>15</b>	<b>CO4</b>
Q 19	Choose a brand and assess its digital brand positioning. Analyze how the brand differentiates itself in the digital space, including its website, social media presence, and digital marketing campaigns. Evaluate the effectiveness of the brand's digital positioning and suggest potential improvements	<b>15</b>	<b>CO4</b>