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

Course: Digital Marketing   Semester: II
Program: MBA Global   Time   : 03 hrs.
Course Code: MKTG7009   Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	
Q 1	Statement of question		**CO1**
i)	Which of the following is NOT a factor considered in Google's algorithm for ranking websites? a) Page load speed b) Mobile-friendliness c) Social media engagement d) Quality of content	**2**	**CO1**

ii)	Which of the following is an important aspect of creating blogs and posting content?
	    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**

iii)	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**

iv)	Which metric measures the percentage of visitors who leave a website after viewing only one page? a. Bounce rate b. Exit rate	**2**	**CO1**

	c. Session duration d. Conversion rate		
v)	What is the purpose of a heatmap in website analytics? a. To track user clicks and mouse movement b. To measure website load speed c. To analyze social media engagement d. To monitor email open rates	**2**	**CO1**
vi)	Why is SMM necessary? a. Business growth can be achieved through cost-effective techniques. b. Our search engine rankings are improved because of it. c. We can enhance the authority of our brands with it. d. All the above	**2**	**CO1**
vii)	What is the term used to describe the process of targeting specific groups of people based on their demographics, interests, or behavior? a. Remarketing b. Targeted advertising c. Behavioral segmentation d. Personalization	**2**	**CO1**
viii)	What is the purpose of a social media crisis management plan? a. To prevent social media crises from happening b. To respond quickly and effectively to social media crises c. To blame others for social media crises d. To delete negative social media comments	**2**	**CO1**
ix)	Which metric measures the number of times an advertisement is displayed on a webpage? a. Impressions b. Click-through rate (CTR) c. Conversion rate d. Cost per acquisition (CPA)	**2**	**CO1**
x)	Which of the following is NOT a key component of a successful SEO strategy? a. Keyword research b. Backlink building c. Paid advertising d. On-page optimization	**2**	**CO1**

	SECTION B **4Qx5M= 20 Marks**		
Q	Statement of question		
Q2.	What do you mean by social communities? How do brands engage customers in social communities?	**5**	**CO2**
Q3.	Differentiate between on page and off page in SEO?	**5**	**CO2**
Q4.	What do you mean by Black hat SEO? Explain with examples.	**5**	**CO2**
Q5.	What is a backlink, and how does it contribute to SEO?	**5**	**CO2**
	SECTION-C **3Qx10M=30 Marks**		
Q	Statement of question		
Q6.	Your company wants to use social media to build customer loyalty. What strategies would you use to engage with your customers on social media and build relationships with them? OR Explain Social Media Framework?	**10**	**CO3**
Q7.	A well-established retail chain is experiencing declining foot traffic in its physical stores due to increased competition from online retailers. As a digital marketing consultant, propose innovative strategies to integrate digital channels with offline efforts to drive store visits and enhance the overall customer experience. Consider technologies like geotargeting, augmented reality, or mobile apps to bridge the gap between online and offline shopping experiences.	**10**	**CO3**
Q8.	Imagine you are a digital marketing manager for a startup e-commerce company specializing in sustainable fashion. Develop a comprehensive digital marketing strategy outlining specific tactics to increase brand awareness, drive website traffic, and boost sales. Consider the target audience, budget allocation, and key performance indicators (KPIs) for measuring success.	**10**	**CO3**
	SECTION-D **2Qx15M= 30 Marks**		
Q	Statement of question		
Q9.	Design a social media marketing campaign for a local restaurant aiming to attract more customers and increase dine-in and takeout orders. Include content creation, platform selection, advertising strategies, and engagement tactics. Present a detailed plan, including a content calendar, budget allocation, and metrics for evaluating campaign effectiveness. OR	**15**	**CO4**

	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?		
Q10.	Simulate a real-world scenario where a prominent brand faces a major online crisis, such as a data breach, product recall, or viral negative publicity. Assemble a crisis management team and develop a comprehensive response plan encompassing communication strategies, social media monitoring, stakeholder engagement, and reputation repair tactics. Conduct a tabletop exercise to test the effectiveness of your plan in mitigating brand damage and restoring public trust amidst the crisis.	**15**	**CO4**