

Name:		 UPES <small>UNIVERSITY OF TOMORROW</small>	
Enrolment No:			
<p align="center">UNIVERSITY OF PETROLEUM AND ENERGY STUDIES</p> <p align="center">End Semester Examination, May 2025</p> <p> Course: Social And Digital Media Marketing Semester: IV Program: MBA Marketing Time : 03 hrs. Course Code: MKTG8043 Max. Marks: 100 </p>			
Instructions:			
<p align="center">SECTION A</p> <p align="center">10Qx2M=20Marks</p>			
S. No.		Marks	
Q 1	Statement of question		CO1
i)	What is the term used to describe the practice of creating and sharing content that is intended to go viral? a. Content curation b. Content amplification c. Content seeding d. Content virality	2	CO1
ii)	What does "bounce" mean in website analytics? A) User clicked multiple pages B) User left after one page C) User made a purchase D) User bookmarked the page	2	CO1
iii)	Which Google update targeted mobile-friendly websites? A) Penguin B) Panda C) Mobilegeddon D) Hummingbird	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 purpose of social media listening? a. To measure the effectiveness of social media campaigns b. To monitor brand mentions and sentiment.	2	CO1

	c. To automate social media posting d. To purchase ads on social media platforms		
vi)	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
vii)	Which of the following is a Google Ads bidding strategy focused on getting the most conversions within a set budget? A) Manual CPC B) Maximize Conversions C) Enhanced CPC D) Target Impression Share	2	CO1
viii)	Which of the following best describes the concept of "remarketing" in digital marketing? A) Creating new ads targeted at an audience based on current market trends. B) Targeting ads to users who have previously interacted with your website or app. C) Promoting your products through influencer collaborations on social media. D) Adjusting SEO strategies to improve search engine rankings.	2	CO1
ix)	What is a "lookalike audience" in Facebook advertising? A) An audience made up of random users. B) People who resemble your existing customers in behavior and demographics. C) Users who previously visited your website. D) Competitors' audiences	2	CO1
x)	What do you mean by social media crisis?	2	CO1
SECTION B 4Qx5M= 20 Marks			
Q	Statement of question		
Q2.	A cosmetics brand wants to expand into international markets through digital channels. Discuss the challenges they might face and propose strategies to overcome them	5	CO2
Q3.	How would you create a social media marketing strategy for a new product launch?	5	CO2
Q4.	What do you mean by content marketing? What are its advantages?	5	CO2

Q5.	A startup has a very limited budget but wants to grow its digital presence. Recommend a low-cost digital marketing strategy and justify your recommendations?	5	CO2
<p style="text-align: center;">SECTION-C 3Qx10M=30 Marks</p>			
Q	Statement of question		
Q6.	<p>Brand: HealthRoots — an organic supplement brand. Situation: Their paid social media ads have a high click-through rate but low conversion rates.</p> <p>Question: Diagnose potential reasons behind the high CTR but low conversions. Suggest improvements related to landing pages, ad targeting, messaging, and retargeting strategies.</p>	10	CO3
Q7.	Explain the differences between organic marketing and paid marketing on social media. What are the various tools of Organic Marketing and Paid Marketing? As a marketing consultant, how would you balance the two for a new food delivery service?	10	CO3
Q8.	<p>Explain Social Media Framework?</p> <p style="text-align: center;">Or</p> <p>Your client wants to expand their social media presence into new markets. What strategies would you recommend to effectively target and engage with a new audience on social media, considering cultural differences and language barriers?</p>	10	CO3
<p style="text-align: center;">SECTION-D 2Qx15M= 30 Marks</p>			
Q	Statement of question		
Q9.	<p>Brand: TechSpark EdTech Situation: TechSpark offers online coding courses for children but struggles with low engagement on social media.</p> <p>Question: Devise a content strategy that builds community and increases engagement. What formats (videos, webinars, contests, etc.) and platforms would you recommend?</p>	15	CO4
Q10.	<p>Brand: VividWear — a new youth fashion brand. Situation: VividWear wants to create a "viral" product launch using TikTok and Instagram Reels.</p> <p>Question: Propose a step-by-step campaign plan using short video content, hashtag challenges, influencer collaborations, and UGC (user-generated content).</p>	15	CO4

	<p>How will you measure campaign success? Or</p> <p>Brand: GreenNest Hotels Situation: GreenNest is a sustainable hotel chain looking to attract eco-conscious travelers via digital platforms.</p> <p>Question: Develop a digital storytelling strategy that highlights their sustainability efforts. Which channels would you use and how would you engage audiences emotionally?</p>		
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