



Roll No:

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Term Examination – May 2017

Program/Course: BBA (Digital Marketing)

Semester – 4th

Subject: Social Media Marketing

Max. Marks : 100

Code : BBDM103

Duration : 3 Hrs

No. of page/s:

Section A: Attempt all the Questions (2x5=10Marks)

Q. Which of the following is not a type of Digital Marketing activity?

- a) Viral marketing
- b) Social Web marketing
- c) print marketing
- d) Interactive Marketing

Q2 The Main focus of BBC website is

- a) Brand building
- b) Transactional
- c) Relationship Building
- d) Social network

Q3 The goal of a business to business (b2b) website involving gaining permission from
A website visitor to engage in future dialogue by email or other communication channels .

- a) sell
- b) speak
- c) serve
- d) None of the above

Q4 E-commerce is generally understood to be identical with E-Business.

- a) True
- b) False

Q5 E- Business is

- a) Electronic processes for all business
- b) Electronic business to purchase from its suppliers
- c) Electronic communication to sell to its Customers
- d) none of the above

Short Notes (2x5= 10) Answer both the questions.

Q6 How do we use Facebook for Marketing?

Q7 What is E- PR?

Section B:
Attempt all Questions [4x5 = 20 Marks]

Q2. Write short Notes on the following

- a) Twitter & Brand building? Explain.
- b) E-procurement, Please Elaborate.
- c) Can Cyber law be effective in Social Media? Discuss.
- d) How can Content analysis be useful in Advertising?

Section C: Attempt any 2 Questions [2x15 = 30 Marks]

Q3 How do you measure Social Return on Investment (ROI)? Please elaborate with examples

Q4 How can you use Social Media as a tool for Customer Service? Give examples

Q5. What is the limitation of Social media platform and how do you overcome them? Explain with examples.

Section D: Case Let -Social Media Crisis
(2x15=30 Marks)

Q6 A leading E-commerce company has run into a crisis since the Product it supplied has been found to be defective and poor quality.
The Consumer has gone on social Media platform and written negative about this Company and its products.

The sales has dropped and the company is worried on how to control this damage.

If you are the Social Media Manager of the Company please answer following.

- 1) How will you solve the current crisis & increase the business.
- 2) What measures will you take to prevent such cases happening in future.?