


<b>Name:</b>  <b>Enrolment No:</b>			
<b>UNIVERSITY OF PETROLEUM AND ENERGY STUDIES</b> <b>End Semester Examination, December 2021</b>			
<b>Course: Digital Brand Management</b> <b>Program: MBA Digital Business</b> <b>Course Code: DIGM 8001</b>		<b>Semester: III</b> <b>Time 03 hrs.</b> <b>Max. Marks: 100</b>	
<b>SECTION A</b> <b>1. Each Question will carry 2 Marks</b> <b>2. Instruction: Complete the statement / Select the correct answer(s)</b>			
S. No.	Questions	CO	
Q1	Vaseline- petroleum jelly sold as lip salve and moisturizer, is an example of _____  a) Benefit related positioning b) Positioning by usage occasion and time of use c) Category related positioning d) Price Quality positioning	CO1	
Q2	Match the following.  a) Close up                      i) Fresh b) JK Tyres                      ii) Caring c) J&J                              iii) In control d) Liril                              iv) Confident	CO2	
Q3	What does PPC stand for?  a) Pay Per Click b) Programme Placement Code c) Programme Pay Customer d) Personal Placement Clicks	CO3	
Q4	_____ refers to a brand's objective i.e. functional attributes in relation to other brands.  a) Brand position b) Product position c) Brand relationship d) Both a and b	CO3	
Q5	_____ includes two visual signals of a brand – its character (e.g. Amul girl, Pillsbury doughboy) and its logo. Both are elements of brand identity.  a) Brand attitude b) Brand Image c) Brand Symbol d) Brand Positioning	CO1	

Q6	Label five brand elements used in brand positioning.	CO4
Q7	A customer will choose a brand based on how compelling the _____ was as compared to other brands.  a) Difference b) Similarity c) Sameness d) Uniqueness	CO1
Q8	Good _____ offers various benefits to the brand and the company.  a) Communication b) Variety c) Positioning d) Placement	CO2
Q9	Why do we focus on digital brand personality?	CO3
Q10	What is the difference between brand image and brand identity? Mention one difference.	CO2
<b>SECTION B</b>		
<b>1. Each Question will carry 5 Marks</b> <b>2. Instruction: Write short or brief notes</b>		
Q11	Mention and explain any five rules for brand positioning.	CO2
Q12	Mention and explain the bases and strategies for brand positioning with examples.	CO4
Q13	Give an overview of the various types of brand associations.	CO4
Q14	Explain the three digital marketing media types in tabular format.	CO3
<b>SECTION C</b>		
<b>1. Each Question will carry 10 Marks</b> <b>2. Instruction: Write medium answers</b>		
Q15	Draw the brand definition process in brand development.  OR  Draw the brand awareness pyramid in brand analysis.	CO4
Q16	What are the different types of Digital Marketing? Mention and explain any five.	CO4
Q17	What are the most effective ways to increase traffic to your website?	CO3
<b>SECTION D</b>		
<b>1. Each Question will carry 15 Marks</b> <b>2. Instruction: Write long answers</b>		
Q18	Draw the four zones of Social Media Marketing (SMM) and explain each zone.  OR  Draw and explain each step of the marketing planning process. Limit the explanation to 1000 words.	CO4

Q19	Explain Google Adwords and their usage. Draw correlations from a real-life example.	CO4
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