



Name:

Enrolment No:

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, May 2022**

**Course: Content Marketing**

**Program: BBA (DM)**

**Course Code: MKTG 2021**

**Semester: VI**

**Time: 03 Hours**

**Max. Marks: 100**

**Instructions:**

**SECTION A  
10Qx2M=20Marks**

S. N.		Marks	CO
Q 1 (i)	Companies need to develop, adopt, and publicize a social media policy among employees. A _____ is an organizational document that explains the rules and procedure for social media activity for the organization and its employees. a)Care lines b) WOMMA Policy c) Social Media Policy d) Digital Marketing Policy e)All of the above f) None of the above	2	CO1
(ii)	How often should a marketing plan be revisited? a) Never, once written it is complete b) As often as needed in order to revisit the plan of action and revise any new actions c) At company board meetings d) During the financial review of the company each month	2	CO1
(iii)	Brand names that are simple and easy to pronounce or spell, familiar and meaningful and different, distinctive and unusual can improve _____. A. Brand Image B. Brand awareness C. Brand Success D. Brand associations E. None of the above	2	CO1
(iv)	_____ is the application of structure and mechanics of games(points, rewards, level, challenges, and trophies) to the real world, in order to boost the engagement of the users, change their behavior, and solve problems of various kinds. A. Recommendation B. Creative Flexibility C. Gamification D. Branding Experience E. None of the above	2	CO1
(v)	Dell created a community on Facebook named ‘Social Media for Business- Powered by Dell’. What sort of positioning is this- a) Brand oriented identity	2	CO1

	b) Community oriented identity c) Purpose oriented company d) None of these		
(vi)	A customer purchased candies for her kid but the kid got sick on eating them. Furious, she complained to the company by posting on their Facebook page and asked other users to avoid purchasing these candies. What action do you think the company should take: a) They should delete the comment & ben her for spreading negativity about the company b) They should simply ignore the comment as one or two negative comments don't make any difference to the brand c) They should apologize, take her phone number and try to speak to her to resolve the matter d) They should defend themselves aggressively telling her to shut up	2	CO1
(vii)	How are blogs, wikis, and social networks used in the workplace? a) To acquire information b) To replace Web sites c) To enhance customer relations d) To research	2	CO1
(viii)	Which of the following statements about wikis is NOT true? a) Companies use wikis to update content. b) Wikis lack a central editor c) Wikis are only useful for external audiences d) Wikis keep track of the date of entries and revisions	2	CO1
(ix)	According to you, while creating interactions on social media what things should brand take care of a) Define social media policy only for the top management b) Avoid legal issues like copyrights violation c) Take care of platform specific guidelines pertaining only to Facebook d) Both A and C above	2	CO1
(x)	One of the biggest risks in getting social is that it may lead to hacking of your website! This statement is: a) True b) False c) Can't say d) Maybe	2	CO1
<b>SECTION B</b> <b>4Qx5M= 20 Marks</b>			
Q2	What is web 2.0 and why is it of growing importance to marketing?	5	CO2

Q3	Explain role of content in lead generation.	5	CO2
Q4	What are seven steps of content marketing? Explain with examples.	5	CO2
Q5	Describe characteristics of great content in terms of Brand Building.	5	CO2

**SECTION-C**  
**3Qx10M=30 Marks**

Q6	LinkedIn is growing at a fantastic pace. Do you think business network like this will ever draw more traffic than social networks, such as my space? Why or Why not?	10	CO3
Q7	What is the difference between user- generated content and co-created content?	10	CO3
Q8	Privacy and ownership of information are increasingly being challenged because of developments in digital resources. When I participate on Facebook, I believe I have control over the data and information, but do I? Discuss.  <i>Or</i>  Do you think marketers are losing control of brand images because of the content shared on social media? What should marketers do to gain more control?	10	CO3

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

<p><b><u>Mentos and Coke Go Viral</u></b></p> <p>In June 2006, two science students conducted a backyard experiment, videoed it, and uploaded it to You tube, starting a cultural phenomenon: the Mentos Geyser Viral campaign. Fritz Grobe and Stephen Voltz filmed themselves dropping various quantities of Mentos into 101 diet Coke bottles, resulting in mini explosions, from which they created a great ad. This involved neither client nor agency, but was uploaded to their website and You-tube.</p> <p>To date this activity has resulted in over 726,000 Google search results for the keyword Mentos + Coke; 105 Facebook groups have been created; and the initial student video inspired the creation and uploading of over 9,770 similar videos to You tube by other users. The video won the webby award for best viral video and was nominated for an Emmy award for outstanding broadband content. The creators also appeared on the Late Show with David Letterman, the Ellen Degeneres Show, and</p>			
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	<p>performed live around the world, from Istanbul to Paris, and even in Las Vegas.</p> <p>In short, the content was fun, user-generated and participator, but most importantly, NOT marketer generated or controlled. Although it has been great benefit to both Coca-Cola and Mentos in terms of brand awareness and engagement, it helped to redefine the brand values and key marketing message for Mentos. As a result of this user-generated activity, Mentos evolved from having a brand value of ‘fresh breath’ and ‘minty taste’, to fun, quirky and different values that inspired the brand’s follow-up campaign, Trevor the Mentos Intern.</p>		
Q9	What was the impact of this initiative on the values of the brand Mentos?	<b>15</b>	<b>CO4</b>
Q10	<p>Describe the other elements in this initiative that you think made it such success.</p> <p style="text-align: center;"><i>Or</i></p> <p>What do you think control (pacing) was such an important factor in this initiative?</p>	<b>15</b>	<b>CO4</b>