

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**Online Examination, December 2020**

**Course: Understanding Digital Marketing**  
**Program: BBA – Digital Marketing**  
**Course code: MKTG 2006**

**Semester: III**  
**Time: 03 Hours**  
**Max. Marks: 100**

**SECTION A – 30 Marks**

**1. Each Question will carry 5 Marks**

**2. Instruction: Complete the statement / Select the correct answer(s)**

		Marks	CO
Q 1	A woman enters a contest to win a new lip gloss from a beauty company by shooting a video review detailing how much she loves one of their lipsticks. This is an example of i. Ascend ii. Advocate iii. Excite iv. Promote	5	1
Q 2	A new user of the Spotify music streaming app goes through an instructional walkthrough teaching her how to build a playlist of her favorite songs. This is an example of i. Convert ii. Ascend iii. Subscribe iv. Excite	5	1
Q 3	A new mother watches a YouTube video from Johnson & Johnson showing her how to give her baby a bath. This is an example of i. Awareness ii. Excite iii. Engagement iv. Ascend	5	1
Q 4	The search engine has the following sequence i. web crawling-indexing-processing-results-relevancy ii. web crawling-indexing-processing-relevancy-results iii. web crawling-processing-indexing-relevancy-results iv. web crawling-processing-indexing-results-relevancy	5	2
Q 5	Search engine use _____ as an indicator of the authority of the site.	5	2
Q 6	Give an example of long tail keywords with respect to automobile sector.	5	2
<b>SECTION B – 50 Marks</b>			
<b>1. Each question will carry 10 marks</b>			
<b>2. Instruction: Write short / brief notes</b>			
Q 7	You are the Digital marketer for IndiGo Airlines in India. Provide <b>short examples</b> of transactional, relational and promotional emails that you will write to engage with your subscribers during the covid19 times.	10	3

Q 8	IndiGo Airlines has decided to expand into mobile space. <b>Draw a display advertisement</b> on the theme ‘Lean Clean Flying Machine’ during the covid19 times. The call to action must be clearly identified.	<b>10</b>	<b>3</b>
Q 9	Under its social media strategy, identify <b>one example each</b> on what IndiGo Airlines should listen to in terms of its brand, competitors, topics, influencers & leaders.	<b>10</b>	<b>3</b>
Q 10	As a digital marketer, how will you use <b>Instagram</b> to talk about IndiGo Airlines’ special fares for healthcare workers? You may <b>draw</b> your answer too.	<b>10</b>	<b>3</b>
Q 11	What will be your content strategy on holiday season engagement for IndiGo Airlines’ Twitter handle? Provide <b>140 character write-up and 5 hashtags</b> .	<b>10</b>	<b>3</b>
<b>SECTION C – 20 Marks</b>			
<b>Instruction: Provide suitable examples to substantiate your answer.</b>			
Q 12	Identify <b>a key metric</b> for evaluation on EACH of the 8 areas of value chain on digital marketing campaign for IndiGo Airlines.	<b>20</b>	<b>3</b>