

Jagan Institute of Management Studies
End-Term Examination, December, 2016 – January, 2017
Trimester V – PGDM (IB) 2015-17

Digital & Social Media Marketing
ET_IB_DSMM_2312

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions including Q1 which is compulsory.

- Q 1** Differentiate between:
a) Virtual Reality and Augmented Reality;
b) Organic Search and Paid Search;
c) Native App and Web App. **14**
- Q 2** When Emirates Airlines Flight EK521 caught fire on landing at Dubai International Airport on 3rd August 2016, award winning world's biggest and richest airline, Emirates again demonstrated how well they have planned and prepared to manage crisis situations. This is a good example of how well crisis management can be handled in terms of communication with customers as well as Emirates' stakeholders in social media. Based on your knowledge of how social media works, describe how Emirates must have leveraged social media to minimize damage to their brand equity – especially when angry passengers' anxious relatives were waiting to hear that all is well. Not to forget the disruption caused in schedule of all Emirates flights from and to Dubai. (This question tries to test your understanding of the subject. It is not necessary for you to know any factual information/details). **14**
- Q 3** If your website's home page has a high Bounce Rate what is it indicative of? What measures will you take to reduce it? **14**
- Q 4** "Digital is not social. Social is not Digital!" What is meant by this statement? Explain. **14**
- Q 5** What are the functions of a Social Media Command Center? Does every company need a Social Media Command Center? **14**
- Q 6** "Big data is a fad that will pass soon!" Do you agree? Give reasons for your answer. **14**
- Q 7** "E-mail and SMS are nothing but spam." Please challenge/counter this statement with your reasoning/understanding and examples. **14**
