

INSTITUTE OF MANAGEMENT, NOIDA
END-TERM EXAMINATIONS
BATCH 2019-21 (TRIMESTER-V)
PGDM(M) COURSES

ONLINE BRANDING AND REPUTATION MANAGEMENT
MKT 505

Maximum Marks : 40

Instructions :

1. All Questions are mandatory
2. **Each Question carries 10 Marks**
3. Questions shall be administered sequentially with a **time limit of 30 minutes each**
4. Next Question shall not be available for answering till the time for the previous question (if any) has fully exhausted
5. Answers once submitted shall not be available for revision at any time
6. **Permitted plagiarism is 10% for each question.** Each Answers found to breach that limit shall attract a penalty of 3 Marks.

Read the Case and Answer the Question that follows :

SCREECH Gaming

Zeus "djWHEAT" Abraham is an Internet gaming celebrity. He has been tapping into the passion and cult following of games for over 10 years as a broadcaster.

Before I sat down to interview Zeus for CMX, I watched dozens of videos of him playing video games alone and with his son, whom he refers to as "miniWHEAT." This is what he does for a living, and he's got the fans to prove it. Together, he and his son play games as "teamWHEAT" and broadcast their gaming episodes live on Screech, where he has attracted close to 30,000 followers. His broadcasts are then shared on YouTube where he has over 11,000 subscribers.

In addition to being a Screech broadcaster, Zeus works for Screech full-time. As Screech's Director of Community and Education, Zeus is responsible for growing and engaging Screech's passionate userbase, which has exploded in the last three years.

Screech, which was acquired by Amazon for almost \$1 billion in cash last August, brings gamers together live and online so they can experience games together. While playing live video games, Screech users engage in live chats as they watch one another play video games. They review games, share personal stories, and duke it out over the Internet. If you're not a gamer yourself, this can seem strange and foreign, but it adds a special social, human layer to something that was once done in isolation or with a few friends from your neighborhood.

There are millions of Screech fans, who are a powerful force with strong opinions, and Screech has managed to win their hearts and become their biggest allies. What started as a niche community has morphed into a critical mass that is large enough and powerful enough to change the face of gaming forever.

Q1. You have been appointed by Screech Gaming as a Community Manager. Describe briefly, what would be the top 5 actions you would take, to enhance the engagement, increase the number of members and improve loyalty in the Screech Brand Community. Justify your choices.

Visit the website and answer the Question that follows :

https://www.themancompany.com/?utm_source=opicle_9522&utm_medium=cpv&utm_campaign=July20

The Man Company

Helios Lifestyle Private Limited is a Private incorporated on 27 February 2013. It is classified as Non-govt company and is registered at Registrar of Companies, Delhi. Its authorized share capital is Rs. 2,500,000 and its paid up capital is Rs. 2,126,730. It is involved in Manufacture of other chemical products

Directors of Helios Lifestyle Private Limited are Bhasham Bhateja, Hitesh Dhingra, Naresh Hiralal Bhansali, .

Headquartered at Gurugram, Helios Lifestyle Private flagship brand 'The Man Company' deals in men's grooming products

The most valuable thing a man has at his disposable is his time. The truth is, men are constantly bombarded with Do's and Don't in every aspect of their life. The constant mental struggle and the fear of conformity holds back great men from taking charge and leading their lives from within.

Being a gentlemen is a journey, something that a man continually strives to be, rather than a destination. And once you decide to take on this journey from being a Man to modern Gentleman, The Man Company promises you to help you in the pursuit.

Beauty and lifestyle brands that cater to women are heavily relying on influencer marketing in India but brands catering to men are also not behind. The Man Company offers premium products for men's grooming and enjoys an amazing presence on Instagram.

Q2. As the online Brand Manager, you are tasked to identify two Influencers for 'The Man Company'. What are the steps you would follow and factors you would consider for this task? Justify your choices.

#DeleteUber

Uber went from one of the most celebrated brands in the world to one of the most reviled in a matter of months. The ride-hailing company started 2019 off in hot water when it was revealed that CEO Travis Kalanick was serving on an advisory council to President Trump. The hashtag DeleteUber was born and Kalanick announced that he would be stepping down from the council shortly after.

The hashtag made a comeback in February, first when Uber continued operating at JFK International Airport during a taxi strike in protest of President Trump's immigration ban, sparking a company crisis. And second, when ex-employee Susan Fowler Rigetti leveled claims of sexual harassment and gross HR misconduct at the company. Kalanick announced an immediate investigation into the issue, but early investors voiced concerns over the impartiality of the internal investigation and the company's private arbitration clause.

Petition against Uber being unfair

The hashtag really gained momentum a few days later, however, when video surfaced of Kalanick arguing with an Uber driver about a drop in driver pay. Kalanick released a statement on Uber's website saying, "I must fundamentally change as a leader and grow up." But for many Uber customers, the damage was done and the video was viral.

February 2019 also saw Uber slapped with a lawsuit from Google. The technology giant claimed Uber stole technology from their self-driving vehicle division, Waymo. So far, this case isn't going in Uber's favor either. The tech darling is also in hot water for using technology called Greyball to elude authorities worldwide, and has seen several executives, including their head of communications, step down.

Q3. What are the steps you would take if you were the Reputation Manager at Uber? Justify your choices

Q4. Select a Brand which starts with the first letter of your first name. (Eg. Nandita could choose Nykaa as her brand). Using the steps of Donald Miller's Storytelling Framework, write a story for a proposed Online Brand Campaign on Youtube.