



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FIFTH TRIMESTER (Batch 2020-22)
END TERM EXAMINATIONS, January 2022

Course Name	Online Branding and Reputation Management	Course Code	MKT 505
Max. Time	2 hours	Max. Marks	40 MM

Read all Instructions carefully :

1. All 3 Questions are mandatory
2. Each Question specifies the Marks and recommended time to complete
3. Questions may be attempted in any sequence, subject to the total duration of 2 hours
4. Any file Upload (where applicable), must be in .doc/.docx file format and the File name must bear the Name Roll No Q No (eg. **Rakesh Tiwari PGMA2016 Q2**)
5. There is no extra time for uploading, which must be completed within the total duration of the examination.
6. **Permitted Plagiarism for EACH Answer is 10%, Penalty Clause: 11-20 % - Minus 5 Marks, Above 20% - No Evaluation/Reappear Exam.**

Q1. Using tenets of UGC and UGT, as the online Brand Manager (of the brand selected by you for online brand community), **develop** a plan to attract your target audience to contribute to your next online branding campaign.

(10 Marks, 30 minutes)

Q2. According to research by Nielson, 53 percent of adults follow particular brands online and 60 percent of users of social networking sites write reviews of products and services.

Crisis or reputation management is the practice of attempting to shape public perception of a person or organization by influencing online information about that entity.

You have been hired as the reputation manager of the same brand as you had chosen for a Brand Community.

Create a Crisis Management Plan clearly emphasizing on the actions required before, during, and after the Crisis.

(15 Marks, 45 minutes)

Q3. As a Brand Community Manager, **build** an action plan with suitable examples, to enhance the level of participation in the online brand community allotted to you.

(15 Marks, 45 minutes)