



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FIFTH TRIMESTER (Batch 2020-22)
END TERM (REAPPEAR) EXAMINATIONS, February 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. **Compare** the suitability of Influencer marketing versus online brand community for the brand allocated to you.
Justify your choice with examples.

(15 Marks, 45 minutes)

Q2. Visit the link given below. As the online brand manager of the brand, **discuss** the various measures you would take to protect the future reputation of the brand.

<https://www.youtube.com/watch?v=LMOHY4naVYA>

(10 Marks, 30 minutes)

Q3. Using Don Miller's Storytelling® framework, **create** an online branding storyline for the brand bewakoof.com

(15 Marks, 45 minutes)