



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

5th TRIMESTER (Batch 2016-2018)

MID TERM EXAMINATIONS 2017

Course Name	Web Analysis and Social Media	Course Code	IM505
Max. Time	One Hour	Max. Marks	20

Instructions: Attempt all questions

Q1: XO Communications wants to know whether someone speaks well or poorly of its company or its competitors online. List out the different insights that can be gained by using IBM Watson Analytics for Social Media on the social media discussions? (4)

Q2: What are the ways that can drive more traffic to our blogs? (4)

Q3: What is Google AdWords. Also explain how it works and what are the benefits of Google AdWords. (4)

Q4: Design a social media campaign for business Martell Home Builders. (Points to be consider for designing social media campaign are as follows: 1. Company is new entrant in the market. 2. Funds are limited.)

a) Explain which social media sites they need to focus and why? (4)

b) What are the challenges on social media platform which must be overcome? (4)
