JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM
TRIMESTER-V (2016 - 18 BATCH)
END TERM EXAMINATIONS, JANUARY 2018

Course Name	WEB ANALYTICS AND SOCIAL MEDIA	Course Code	IM 505
Max. Time	2 hours	Max. Marks	40

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Instructions: Attempt all questions.

Q1. Powerful disruptions have occurred within the global marketplace.IBM Watson Analytics are set to positively disrupt your business to create more value. Using suitable example, explain how Watson Analytics acts as an industry disrupter. Explain which industry can be disrupted the most using the features of Watson analytics.   **8 marks**

Q2. Contemporary organization believes, digital media particularly social media campaigns are very rewarding for creating large pool of followers. For most businesses, generating leads is the ultimate benefit of creating and maintaining a social media presence.

a) Using an example, how would you track and analyze to find if the campaign was successful? List and explain any 3 social media success tracking tools.   **6 marks**

b) After sometime, many of the followers become inactive and so there is a lot of unrealized potential in the follower base. Suggest different re-engagement ways using social media platforms.
                                                                                      6 marks

Q3. Vivek Prabhakar's 'Chumbak' is famous for beauty, hospitality and a rich culture. This passion is reflected in the company's inspired designs. 'Chumbak' creates and sells a wide range of items, from stationery, phone cases and jewelry, to furniture, lighting and rugs. AdWords helped boost the company's website traffic and improved sales by 35% within just a few months.

a) Explain how AdWords works for such business.   **2 marks**
b) Why to use Google AdWords for this business?   **2 marks**
c) Explain the difference between AdWords and AdSense.   **2 marks**
d) Explain how does Ad rank impacts Cost-Per-Click.   **2 marks**

Q4: In the very competitive field of hospitality industry, hoteliers are surprised and hit off-guard when experiencing their reputation being ruined within a short period.

a) Why is social listening a pre requisite for hoteliers for their brand's growth?   **4 marks**
b) After getting online reviews, discuss different strategies that can help them safeguard their online reputation.   **4 marks**
c) How can we harness the click stream data to promote any e-business?   **4 marks**