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Total No. of Pages : 02

Total No. of Questions : 09

Post-Graduate Diploma in Digital Marketing (Sem.-2)

ONLINE REPUTATION MANAGEMENT

Subject Code : PGDDM-205-20

M.Code : 79799

Date of Examination : 21-12-2022

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

SECTION-A

1. **Write briefly :**
 - a) Local and global ORM
 - b) Buying well-ranked sites
 - c) PPC
 - d) Twitter Alerts
 - e) ORM model
 - f) Evaluating sentiments
 - g) Competitor Analysis
 - h) Review management
 - i) Google local listing
 - j) Site links

SECTION-B

UNIT-I

2. Define online reputation management. What are various types of online reputation management services? Discuss with the help of examples.
3. What is a lead? How ORM will help off in lead generation? Discuss with the help of examples.

UNIT-II

4. What is social monitoring? What are the various steps of the social monitoring process? Discuss with the help of examples.
5. What is online reputation monitoring? Discuss various tools of online reputation monitoring.

UNIT-III

6. How would you create positive brand awareness on social media? Discuss with the help of examples and cases.
7. What is social media listening? Discuss the importance of social media listening in online reputation management.

UNIT-IV

8. What is a Defense Mechanism? How would you use social media in the process of Defense mechanism?
9. What is link optimization? Outline the process of link optimization. Discuss it with the help of examples.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.