**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FORTH TRIMESTER (Batch 2021-23)**

**END TERM EXAMINATION, Nov-2022**

|  |  |  |  |
| --- | --- | --- | --- |
| Course Name | **Digital Marketing** | Course Code | **40124** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**Instructions:**

1. **All questions are mandatory**
2. **Brief and up to the point answers are desired**

**Q.1.** Comment on the polarity of the tweets posted by tech talks **(10 Marks)**

**Q.2**. How can Khare identify potential influencers from among his subscriber base and engage with them appropriately? **(15 Marks)**

**Q.3.** Should Khare manage social media marketing in-house or outsource it? **(15 Marks)**