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**What is viral marketing in online marketing?** Viral marketing is a style of promotion that relies on an audience to organically generate and push the message of a product or service. On social media, marketing is considered “viral” when it's being shared rapidly by the public at large (with a compounding effect) rather than just its target audience.

**What is viral marketing how the Internet and rich media has accelerated the growth of viral marketing?** Its name refers to how consumers spread information about a product with other people, much in the same way that a virus spreads from one person to another. It can be delivered by word of mouth, or enhanced by the network effects of the Internet and mobile networks.

**Is viral marketing paid media?** Cost-effectiveness: Compared to traditional advertising, viral marketing can be more cost-effective, relying on organic shares rather than paid ads.

**What is viral marketing video?** Viral video marketing is a strategy that leverages social media. It helps reach a brand's message beyond its initial audience. These videos bring out strong emotional responses, like humor, nostalgia, or inspiration.

**How do you start viral marketing?**

**What are the risks of viral marketing?** Viral marketing campaigns come with some inherent risks, such as potential negative backlash or unintended consequences. A

campaign that is perceived as offensive, insensitive, or inauthentic can harm a brand's reputation.

**Why do people use viral marketing?** It is an effective strategy because the audience handles the bulk of the marketing efforts. These posts make their way to the seekers of products through widespread sharing. Hence, they create brand awareness in the best possible way. Viral posts not only get the job done but also entertain people on their way.

**What is viral messaging?** Viral message refers to marketing messages that are passed from person to person through their social networks. To create successful viral marketing messages, where success is defined as a positive return on Investment, marketers must: Identify individuals with high social networking potential (SNP)

**Why might a viral marketing strategy be risky?** Attempting a viral marketing campaign carries risks such as brand damage due to misinterpretation or backlash. Oversaturation can lead to audience fatigue, diminishing impact. Viral content might not align with brand values or attract the intended audience.

**How much does viral marketing cost?** Viral marketing costs: Often \$0 but can be paid as well. Viral marketing creates a buzz around your app through social media shares, word-of-mouth, and other organic methods. The goal is to get people talking about your app and sharing it with their networks, which can lead to exponential growth in user acquisition.

**What is viral marketing pros and cons?** Here are some of the common advantages of viral marketing: Reduced marketing cost: As the audience spreads your content, the company is only responsible for any upfront fees for creating the promotional material. Extended reach: Viral content often has the potential to reach a large, international audience.

**How to get earned media?**

**How do you get paid for a viral video?** Once you've achieved some engagement from your videos and noticed them starting to get shared, you'll be ready to start actually monetising your videos. YouTube ads, the most traditional form of

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monetization, which involves advertisers paying for space before or during your videos to promote their content.

**Can I sell my viral video?** Wide platform syndication - Your video can be syndicated to various monetized platforms, such as YouTube, Rumble, DailyMotion, and more. This extensive distribution increases the chances of generating ad revenue and selling licenses.

**What happens when you make a viral video?** Social media algorithms display content that's going viral due to the quick increase in clicks and shares from other users, exposing it to an even wider audience. The content then ends up in the explore feed of users — beyond just the poster's following — on platforms like Instagram, TikTok, and YouTube.

**How do you become a viral content creator?**

**How do you start a viral video?**

**How can I become viral?**

**How does viral marketing work?** Viral marketing is a sales technique that involves organic or word-of-mouth information about a product or service to spread at an ever-increasing rate. The Internet and the advent of social media have greatly increased the number of viral messages in the form of memes, shares, likes, and forwards.

**What is the disadvantage of viral content?**

**What are the disadvantages of viral?**

**What is viral marketing advantages and examples?**

**What is viral content marketing?** Viral marketing is the name given to promotional methods that naturally explode through word of mouth and digital buzz. Viral marketing naturally generates interest through valuable, entertaining material that spreads like a virus throughout the internet.

**Is TikTok viral marketing?** TikTok is a unique marketing channel, creating viral potential that has never been there before. Use TikTok to show off product tutorials  
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and use cases, join challenges, jump on trends, make your audience laugh and more.

**How do marketers best use viral marketing?** Create shareable content. Understanding what each unique platform has to offer and which type of content performs best on that platform can help you define the viral marketing experience and make it easier to create shareable content.

## **SK Khanna Highway Engineering: Questions and Answers PDF Download**

"Highway Engineering" by S.K. Khanna and C.E.G. Justo is a widely used textbook for undergraduate and postgraduate students in civil engineering. The book covers various aspects of highway engineering, including planning, design, construction, and maintenance.

### **Chapter 2: Alignment of Highways**

- **Question:** Explain the importance of conducting traffic surveys in highway alignment planning.
- **Answer:** Traffic surveys provide information on traffic volume, composition, and origin-destination patterns. This data helps in determining the alignment of the highway, including the location of interchanges and grade separations.

### **Chapter 4: Geometric Design of Highways**

- **Question:** Describe the factors that influence the design of horizontal curves.
- **Answer:** Factors that influence horizontal curve design include design speed, vehicle characteristics, sight distance requirements, and terrain conditions.

### **Chapter 5: Pavement Design**

- **Question:** What are the different types of pavement structures?
- **Answer:** Pavement structures can be classified into flexible pavements (asphalt-based) and rigid pavements (concrete-based). Flexible pavements

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consist of several layers, while rigid pavements consist of a single layer of concrete.

## **Chapter 6: Traffic Engineering**

- **Question:** Explain the purpose of traffic signals.
- **Answer:** Traffic signals are used to control traffic flow at intersections and improve safety. They regulate the movement of vehicles and pedestrians by assigning alternating red, yellow, and green signals.

## **Chapter 8: Highway Maintenance and Rehabilitation**

- **Question:** Describe the major types of highway maintenance operations.
- **Answer:** Highway maintenance operations include routine maintenance (e.g., cleaning, patching), preventive maintenance (e.g., crack sealing), and rehabilitation (e.g., resurfacing, reconstruction).

To download the complete "Highway Engineering" textbook by S.K. Khanna and C.E.G. Justo in PDF format, click on the following link:

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### **What is the new leave policy in Karnataka?**

**What is the rules for child care leave in Karnataka state government employees?** Child Care Leave can be granted to women employees having minor children below the age of 18 years, for a maximum period of 2 years (i.e. 730 days) during their entire service, for taking care of up to two children whether for rearing or to look after any of their needs like examination, sickness etc.

**What are the rules for maternity leave in Karnataka?** As per the Act, no employer shall knowingly employ a woman who has just delivered or no woman shall work in any establishment during the six weeks immediately following the day of her delivery or miscarriage. The benefit consists of payment of 12 weeks paid holidays (six weeks prenatal and six weeks postnatal).

**What are the compensatory off rules in Karnataka?** Compensatory Off will only be sanctioned to an employee who has worked for 40 hours or more in the CASHING IN ONLINE WITH VIRAL IPOD VIDEOS EXPLODE YOUR VIRAL MARKETING WITH TH

preceeding week. regular working hours on a particular day, he/she can avail 'half' Compensatory Off.

**How many hours is leave and working in Karnataka?** Working period of any employee should not exceed 48 hours and 58 hours including extra working hours. End of the year, counting the working day of the employees for present year; 1 day per 20 days as earned leave and 1 day per 30 days as sick leave shall be calculated.

**What is the maximum period of leave?** Earned leave be taken up to 180 days at a time. Earned leave exceeding 180 days but not exceeding 300 days may be granted to Group 'A' and Group 'B' Officers continuously, if the entire leave or at least the amount of leave in excess of 180 days is spent outside India.

**How many earned leaves can be carried forward in Karnataka?** The KN S&E Act, 1961 has amended Sec 15 allowing all employees to carry forward 45 days of Annual Leave to the succeeding year.

**What is the overtime limit in Karnataka?** Karnataka has also raised the overtime hours limit from 75 hours to 145 hours during a three-month period.

**What is an example of compensatory leave?** An example of compensatory leave could be an employee who works two extra hours on a Monday and then takes two hours off on Friday without loss of pay. How long is compensatory leave? The length of compensatory leave typically matches the amount of overtime worked.

**What is the new rule of IT in Karnataka?** As per the proposal, an employee working in IT/ITeS/BPO sector may be required or allowed to work for more than 12 hours a day and not exceeding 125 hours in three continuous months. "The proposed new bill, Karnataka Shops and Commercial Establishments (Amendment) Bill 2024, attempts to normalise a 14-hour work day.

**How many days leave can I take?** the employee is entitled to 21 consecutive days annual leave on full pay in every leave cycle. a "leave cycle" means a period of 12 months commencing from the first day of employment or commencing from the end of the previous leave cycle.

**How do you calculate leave days?** An employee that works on 5 days per week would therefore accumulate annual leave during the 12 month leave cycle at a rate  
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of 1.25 paid leave days per month. The BCEA makes provision for employers and employees to agree on 1 day annual leave for every 17 days worked or 1 hour annual leave for every 17 hours worked.

**What's the longest you can take a leave of absence?** Under CFRA, FMLA, and NPLA, eligible employees may take up to 12 weeks of unpaid leave within 12 months for qualifying reasons. Employees taking PDL may extend that 12-week limit, taking up to 4 months of leave per pregnancy. CFRA and FMLA also provide time off for illness.

**What is the special leave policy?** Special Leave may be defined as leave, either paid or unpaid, given in addition to annual leave in order to help employees balance the demands of domestic and work responsibilities at times of either urgent, unforeseen and/or parental, carer and public service need.

**How many times can you take annual leave?** You are entitled to take as much annual leave as you have accumulated. There is no minimum amount and you can take it as soon as you like, including while you're on probation.

**How is leave calculated in Karnataka?** As per the Karnataka Shops and Commercial Establishments Act, every employee is entitled to annual leave with wages at the rate of one day for every twenty days of work performed by an adult employee and one day for every fifteen days of work performed by a young person.

**What is the casual leave in Karnataka?** During the service of 12 months, 12 days' leave for sickness and for other reasonable causes to be called casual leave and after 12 months of service earned leave at the rate of one day for every 20 days worked. How to document leave policy in a start up organisation.

**What are the leave rules under Karnataka Factories Act?** Section 79, of Factories Act, 1948, any worker covered under the Act who has worked for at least 240 days in a calendar year becomes eligible for earned leave which he can enjoy in the subsequent year. In case of an adult, he/she becomes eligible for a day leave for every 20 days worked in previous year.

**Is leave encashment mandatory in Karnataka?** "Leave encashment can't be viewed as discretionary bounties but as legal rights enforceable under the

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Constitution”: Karnataka HC. The Court opined that entitlement to leave encashment is integral to the fundamental rights enshrined under Art. 19(1)(f) and Art.

**What is the new labour law in Karnataka?** In February 2023, the Karnataka legislature passed an amendment to the Factories Act of 1948 in its application in the state to allow industries to extend working hours for labour up to 12 hours a day – while keeping the maximum weekly work hours at 48.

**What is the night shift allowance in Karnataka?** Night shift allowance depends from company to company...but the usual amount is around 400–450 per shift...

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**What is the new leave policy in India?** Leave policy in India as per the S&E Act Earned leaves, also known as privilege leaves, are contingent on the duration of an employee's tenure. These are paid leaves that employees accumulate based on their duration in an organization, allowing them to take time off with pay for personal reasons or for vacations.

**Is there any menstrual leave policy in Karnataka?** Existing Policies and Initiatives Policy: Provides two days of menstrual leave each month since 1992. Sector: Applicable to women working in the state government.

**What is the maximum overtime hours allowed in Karnataka?** (4) No employee in any establishment shall be required or allowed to work for more than nine hours on any day and forty eight hours in any week. accounts. Provided further that, the total number of overtime hours worked by an employee does not exceed fifty hours in a period of three continuous months".



**How many holidays are mandatory in Karnataka?** For example, in Karnataka, you must provide ten holidays per year. If your company operates in multiple states, you will need to repeat this work for each state. See the end of this article for holiday lists for various states for 2021.

**How do you calculate earned leave?** To calculate leave encashment, multiply the number of unutilized leave days by the daily salary rate, following the formula: Cash equivalent = [(Basic Salary + Dearness Allowance) / 30] \* No. of Earned Leaves. This straightforward calculation empowers employees to gauge their potential leave encashment.

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**What are the termination laws in Karnataka?** Under the Karnataka Shops and Establishments Act, 1961, and the Tamil Nadu Shops and Establishments Act, 1947, if an employee has been working for more than 6 months, he cannot be terminated without a reasonable cause. The notice period should be one month.

**How many sick leaves are allowed in India?** As per the Indian Shops and Establishment Act, sick leave policies must provide the following: Minimum 0.5 to maximum seven days (paid) sick leaves. For sick days, extending three days, employers can ask for a medical certificate. Sick leaves can be appended with earned leaves.

**How many days paid leave in India?** Annual leave Indian employees get 15 days' paid leave each year, and they're entitled to carry over up to 30 days' paid leave into the following year. In practice, this means that Indian workers have up to two years to take every day of paid leave they accrue each year.

**What is PTO leave in India?** PTO or paid time off is the employee leave policy where a company can sanction a set of leaves for the employees for which there will be no pay cut. PTO policy means that employees will get their pay even when they do not attend the office for a specific period.

**What is the leave policy in Bangalore?** Leaves as applicable to shops and commercial establishments are governed by section 15 of Karnataka Shops and Commercial Establishments Act. Accordingly, every employee is entitled to get one day leave (with salary) for every 20 days' worked by him.

**How many months maternity leave in Karnataka?** For first and second-time mothers, the Maternity Benefit Act 1961 states that she can take 6 months, or 26 weeks, off. With every subsequent child, the mother can avail 3 months, or 12 weeks, off for her maternity leave, which is a paid leave wherein her employer needs to pay her salary in full.

**How many leave days can I take?** the employee is entitled to 21 consecutive days annual leave on full pay in every leave cycle.

**How to check if a journal is predatory or not?** You should always check whether a journal you want to publish in is telling the truth. If a journal is indexed by JCR or/and DOAJ, that is usually a very good indicator that the journal is not predatory. Searching DOAJ database is quite easy – you just need to enter the journal's name, ISSN or the journal's publisher.

**Is Dove Press a predatory publisher?** In 2022, a study re-analyzing the predatory publishers on Beall's list found that Dove Medical Press was among the "most reputable" of 18 publishers previously labelled as predatory, which could have marked a "transition into a reputable, open access journal".

**Is Beall's List still active?** Since Beall's List closed, similar lists have been started by others, including CSIR-Structural Engineering Research Centre, and an anonymous group at Stop Predatory Journals.

**Is Elsevier a predatory publisher?** They're generally legitimate. The negative reviews and boycotts aren't about the quality of the journal, but are because of Elsevier's alleged high prices (see The Cost of Knowledge). Elsevier publishes some

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of the best journals in some fields, e.g. The Lancet and Cell.

**Is Plos predatory?** In some Chinese tertiary teaching hospitals, PLOS ONE is considered as a predatory journal.

**What are 2 practices that would indicate a journal is predatory?**

**Is Sleeping Bear Press a good publisher?** Sleeping Bear Press is an award-winning publisher of Children's and Middle Grade books.

**Are juniper publishers predatory?** It has a postal address in Irvine, California, USA, located in a residential neighborhood but has employees in Hyderabad, India. Juniper Publishers has been included on Beall's List of potential predatory open-access publishers, and has faced other criticisms of its publishing practices.

**How do you know if a publisher is credible?**

**What is the alternative to Beall's List?** Beall's list, the vanished blacklist left the authors in the developing countries without support and guides. Kscien list is a new attempt to flag the predators and replace the Beall's list.

**Is aim press predatory?** AIMS is not a predatory press and its journals are not predatory.

**What is the best predatory journal?** European Science Review ranks first in the list of predatory journals in which 20% of the predatory research papers were published, followed by European Applied Sciences (5%) and Austrian Journal of Technical and Natural Sciences (4%). ...

**How can you tell if a publisher is predatory?**

**Is Frontiers a predatory journal?** Yes, Frontiers is a predatory journal. Regardless, they are a huge producer of the scientific articles that enter the literature: 3rd most cited and 6th largest publisher! That's a lot of papers that go through the same "peer review" process that let this through.

**Why is Elsevier controversial?** The Cost of Knowledge is a protest by academics against the business practices of academic journal publisher Elsevier. Among the reasons for the protests were a call for lower prices for journals and to promote CASHING IN ONLINE WITH VIRAL IPOD VIDEOS EXPLODE YOUR VIRAL MARKETING WITH TH

increased open access to information.

**How many predatory journals are there?** That is roughly the same number of legitimate, open-access academic journals – available to readers without charge and archived in a library supported by a government or academic institution – published around the same time. In 2021, another estimate said there were 15,000 predatory journals.

**How to avoid predatory publishers?**

**Is Beall's list reliable?** The Jeffrey Beall's list is questionable at the least and seems to target open access publishers like Academic Journals. While there was some wisdom to the intentions of the list, the lack of clear criteria for inclusion or exclusion from the list were however, questionable.

**Is MDPI predatory?** Some journals published by MDPI have also been noted by the Chinese Academy of Sciences and Norwegian Scientific Index for lack of rigor and possible predatory practices.

**Is Cureus a predatory journal?** Cureus is not in the predatory journals Bells list.

**Are all paid journals predatory?** No, there are other types. For example, predatory journals may steal intellectual property through deception, engage in fraudulent or fake peer review, or list respected researchers on its editorial board without their knowledge or consent.

**How to check if a journal is legit?**

**How to identify a predatory journal pretend to be legitimate?**

**What are the indicators of predatory journals?** Common red flags of predatory journals: In spite of peer review claims, evidence of very little peer review or none at all. A clearly stated peer review policy may also be lacking. False claims of indexing in research databases.

**How to differentiate between the reliable journals and predatory journals?** Predatory journals rely on a business model based on APCs or publication fees, as do many reputable open access journals. However, a serious open access journal will usually charge a fee only once they have decided to accept the article based on CASHING IN ONLINE WITH VIRAL IPOD VIDEOS EXPLODE YOUR VIRAL MARKETING WITH TH

the results of the peer review, and not in advance.

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