

CBCS SCHEME



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18MBAMM403

Fourth Semester MBA Degree Examination, Aug./Sept.2020

Digital and Social Media Marketing

Time: 3 hrs.

Max. Marks: 100

Note: Answer any FIVE full questions.

- 1 a. What is a Napkin Plan? (03 Marks)
b. Explain the seven-step e-marketing plan in detail (07 Marks)
c. Discuss the various global issues taking place in emerging economics. (10 Marks)
- 2 a. What do you mean by social media monitoring? (03 Marks)
b. Describe the various social media marketing tools. (07 Marks)
c. What is data-driven marketing? Explain its importance in digital marketing. (10 Marks)
- 3 a. What is the importance of online pricing? (03 Marks)
b. How do e-marketers create customer value online? (07 Marks)
c. What is product differentiation? Discuss the strategies involved in differentiation of products on online media. (10 Marks)
- 4 a. What are the elements of a typical search ad on Google? (03 Marks)
b. Explain the two broad types of online targeting techniques. (07 Marks)
c. Describe the steps involved in content – creation on online media. (10 Marks)
- 5 a. What is the goal of customer acquisition process? (03 Marks)
b. Elaborate the steps involved in creation of the buyer's persona. (07 Marks)
c. Explain the browsing behavior model of e-consumers. (10 Marks)
- 6 a. What is social bookmarking? (03 Marks)
b. Give an account of the upsurge of social media channels in India. (07 Marks)
c. Describe the steps in creating social media strategies. (10 Marks)
- 7 a. What is on – page optimization? (03 Marks)
b. Discuss the new – product strategies for e-marketing. (07 Marks)
c. Explain the strategic building blocks of content marketing. (10 Marks)
- 8 Shaadi.com is a top matrimonial website in India. It started its operations in India in 1997 and is now present in more than 7 countries such as the US, UK, UAE, Pakistan etc. In 2019 Sadi.com ran a campaign on Valentine's Day with a social media handle #WohEkBaat, where couples from all around the web, came forward to share their one common thing that they have with them. Many TV star – couples of India were part of the campaign like Gurmeet and Debiyan, Suyyash and Kishwer and asked their fans to share their #WohEkBaat on social media handles of Shaadi.com.
a. What could be the objective behind such an online campaign by an established brand? (05 Marks)
b. Why do you think the company has roped in celebrity couples? What advantage would they give to the social marketing efforts of the company? (05 Marks)
c. Develop an integrated marketing strategy for Shaadi.com that would help the company fulfill its promotion objectives for Valentine's Day in India. (10 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.