



PG – 613

IV Semester M.B.A. Degree Examination, July 2018
(CBCS Scheme)
MANAGEMENT

Paper – 4.3.3 : Digital Marketing

Time : 3 Hours

Max. Marks : 70

Instruction : Answer *all* the Sections.

SECTION – A

Answer **any five** of the following, **each** question carries **five** marks. (5x5=25)

1. How organic search is useful for the customers ? Explain.
2. What is fulfilment options ? Explain its importance in Digital Marketing.
3. How landing pages are important in conversion analysis ? Explain.
4. Explain the building relationships with different stakeholders online.
5. What do you mean by payment gateway ? Explain the process of payment gateway.
6. Explain the need and importance of online marketing research to a company.
7. How Google Adwords are important to a company in Digital Marketing ?

SECTION – B

Answer **any three** of the following, **each** question carries **ten** marks. (3x10=30)

8. Distinguish between online buying behaviour vs offline buying behaviour with an example.
9. How online reputation management is important for a business ? What are the strategies used in online reputation management ?
10. Explain the trends in banking industry from brick and mortar to mobile banking.
11. How social media is helpful for Digital Marketing ? Explain.

P.T.O.



SECTION – C

Case Study (Compulsory) :

(15x1=15)

12. World Retail Giant Raintree a multi-brand retail brand decided to enter the Indian market. As part of its global expansion strategy “Raintree” picked up e-commerce start up – ‘Flipgoods’. The intention was to exploit the huge digital market place that ‘Flipgoods’ has successfully built and sustained itself over a short period of time. From a small startup, competing with many e-commerce giants, ‘Flipgoods’ has grown to become the number-one digital market place. Good service, good quality products, quick delivery, safe packaging and competitive pricing created a lot of trust and confidence amongst Indian consumers.

Raintree intends to utilise the strengths of ‘Flipgoods’ to quickly penetrate the huge digital market place in India.

Read the caselet and answer the following questions :

- Describe, how Raintree intends to utilise ‘Flipgoods’ to market its products in India.
- How will Flipgoods retain its position as the best e-commerce brand in India ?
- In your opinion, will this decision of Raintree to pick up Flipgoods be successful in helping Raintree enter the Indian market place.



PG – 888

IV Semester M.B.A. Degree Examination, July 2017
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MANAGEMENT

4.3.3 : Digital Marketing

Time : 3 Hours

Max. Marks : 70

Instruction : Answer *all* the Sections.

SECTION – A

Answer **any five** of the following questions, **each** question carries **five** marks. **(5×5=25)**

1. Discuss the common e-commerce models with their uses.
2. Explain the importance of digital Environment in Competitive Business Scenario.
3. How do you integrate online and offline marketing strategies ? Explain.
4. Explain the methods and importance of online pricing models.
5. Discuss the methods of consumer engagement with suitable examples.
6. Explain the importance of social media for product promotion.
7. What is SEM ? Distinguish between paid and natural search.

SECTION – B

Answer **any three** of the following questions, **each** question carries **ten** marks. **(10×3=30)**

8. Explain the evolution of the Indian Banking Industry upto the stage of mobile banking.
9. What is online reputation management ? How do you manage online reputation ? Explain its tools and strategies.
10. How do you analyse the post internet consumer behaviour ? Explain with suitable examples.
11. Explain the process and methodology of search engine optimisation of Google Vs Yahoo.

P.T.O.



SECTION – C

12. Case study (Compulsory) :

(15×1=15)

Fevikwik Todo Nahi Jodo

With all the great campaigns that were made in the last three years, this is a personal favorite and has Top Of the Mind (TOM) recall. The ad was released during ICC World Cup 2015 weeks before India v/s Pakistan match. The ad showcases two soldiers representing both the nations at the Wagah border for the 'Beating Retreat' ceremony, until something unexpected happens. During the act the Indian soldier notices that his Pakistani counterpart has some problem with his shoe sole. To save his counterpart from embarrassment the Indian soldier uses Fevikwik on his sole and makes it perfect again. The ad was aired during World Cup 2015 when the sentiments were at an all-time high to support India. After the ad was uploaded on Fevikwik's YouTube channel it crossed a viewership of 9,50,000 views ! The brand promoted the ad with hashtag# Todo Nahi Jodo.

Questions :

- 1) What are the lessons learnt from the caselet ?
 - 2) Give the SWOT analysis of the case.
 - 3) Prepare new idea to market a hatchback car in the similar way.
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SECTION – A

Answer **any five** of the following. **Each** question carries **five** marks. **(5×5=25)**

1. Define Digital Marketing. Explain the types of web presences.
2. Explain different E-business models with examples.
3. What do you mean by payment gateways ? Explain the need and importance of payment gateways in online marketing.
4. Discuss the process of SEO in digital marketing.
5. What do you understand the term "Page Ranking" ? Explain its importance.
6. Describe the opportunities created by internet marketing for unemployed people.
7. How could you leverage social media in order to promote your brand and increase consumer engagement ?

SECTION – B

Answer **any three** of the following. **Each** question carries **ten** marks. **(3×10=30)**

8. Brief some of the ethical and security standards to be adopted while using social media for marketing.
9. What is Fulfilment ? Explain fulfilment strategies in digital marketing.
10. Write the importance of reputation management. Explain the tools and strategies of online reputation management.
11. What is audience segmentation ? Explain the types of audience segmentation in digital marketing.

P.T.O.



SECTION – C

12. Case study (**Compulsory**) :**(1×15=15)**

Knorr has been making cooking easy since 1838. Its ready-made sauces and stock pots are available in nearly 90 countries worldwide and with annual sales over \$3 billion, it is parent company Unilever's biggest-selling brand. In Poland, Knorr's best-known product is Bulionetka ; a stock used in soups and braised dishes. Even well-known brands can't stand still in the hyper-competitive FMCG category, especially when busy lifestyles mean that fewer and fewer Polish people take the time to cook at home. Knorr's new TV campaign was designed to raise awareness among women aged 25-49, but Knorr also wanted to reach a younger audience to drive sampling and sales.

Questions :

- 1) Knorr approached you to prepare a suitable and multi channel digital marketing plan to attract the younger audience to its products.
- 2) Prepare a digital add to promote Knorr products and services in social media of your choice. Justify your choice of social media.