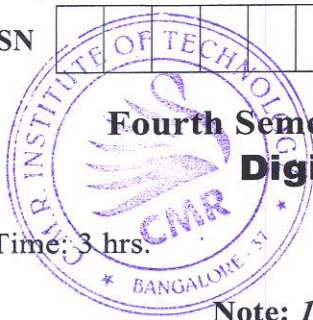18MBAMM403

USN

Fourth Semester MBA Degree Examination, Feb./Mar. 2022
Digital and Social Media Marketing

Time: 3 hrs.   Max. Marks:100

Note: *1. Answer any FOUR full questions from Q1 to Q7.*
2. Question No. 8 is compulsory.

1	a. What is Digital Divide?	(03 Marks)
	b. Explain Seven steps E-Marketing Plan.	(07 Marks)
	c. Explain Ethical and Legal issues in digital marketing.	(10 Marks)
2	a. What is Data Drive Strategy?	(03 Marks)
	b. Write a note on technology Enabled approaches.	(07 Marks)
	c. Explain the advantages and challenges of analyzing data.	(10 Marks)
3	a. Define Product.	(03 Marks)
	b. What is Price? Mention types of pricing strategies.	(07 Marks)
	c. Explain the process of New Product Development.	(10 Marks)
4	a. What do you mean by SEO?	(03 Marks)
	b. Explain in detail about content creation in digital marketing and mention the strategic building blocks of content creation.	(07 Marks)
	c. Explain the process of setting up a campaign of Affiliate Marketing.	(10 Marks)
5	a. What is the objective of Customer Acquisition?	(03 Marks)
	b. What is Social Media Marketing? Mention the elements of Social Media.	(07 Marks)
	c. Who are the state holders of Relationship Marketing? Explain in detail.	(10 Marks)
6	a. What is Social Bookmarketing?	(03 Marks)
	b. Mention the different channels of Social Media.	(07 Marks)
	c. Explain Rules of Engagement in Social Media.	(10 Marks)
7	a. Define Customer Relationship Management.	(03 Marks)
	b. How do you Track Social Media Campaigns?	(07 Marks)
	c. What are the steps involved in recovering from an Online Brand Attack?	(10 Marks)

8   CASE STUDY [Compulsory]

Till mid 70's consumers were not under the watching eyes of marketing experts post 70, there was no industry which could overlook the young consumers. Now a days, we have exclusive media channels like Pogo, Disney, Ad Agency division like kid connection (The young act like either influences primary customers or future customers. Therefore they represent their different markets).

Young consumers pose a challenge to marketers unfortunately, this segment is fragmented and rapidly keeps changing. Another interesting feature of this segment is that majority are end users and not the buyers and actual buyers are not the end user's Brand loyalty to build. This is because this segment is difficult to reach, Elusive and every difficult to convince. Even if you capture them, they are difficult to hold on for long marketer needs to try from the stage of making the product aware to the stage of building brand loyalty. In fact, it might be surprising that for an adult, it is soft drink that quenches the thrust but for the kid, it is Pepsi or Coke that rings in their ears, Adults may like to buy footwear, but a school going kid will say "I want Bata". This shows how brand are entrenched in the mind of the young even big companies such as Asian paints, Maruti, Raymond's, do not make any products which are related to kids. Yet these companies involves young ones in their Ad campaign kids are invariably involved irrespective of whether the product belongs to low involvement or high category. The biggest challenge is that online product advertisement. Product advertised must appeal to children and must have approval of parents.

Questions :

a.	How will you strategize the advertisement through online?	(05 Marks)
b.	Do you think online advertisement campaign will be successful for kids?	(05 Marks)
c.	Which particular channel they should opt to advertise?	(05 Marks)
d.	Whether young ones should be involved in advertisement?	(05 Marks)

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