Sub Code:KMBMK03

Paper Id: 270367 Roll No:

MBA
(SEM-III) THEORY EXAMINATION 2019-20
DIGITAL AND SOCIAL MEDIA MARKETING

Time: 3 Hours ***Total Marks: 100***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 10 = 20

Qno.	Question	Marks	CO
a.	Compare online and offline marketing strategies.	2	1
b.	List out the three principles and 4 Ps of Digital Marketing.	2	1
c.	How are companies making use of Instagram for Digital Marketing?	2	2
d.	How are apps changing the face of Marketing?	2	2
e.	Differentiate between Deterministic, Non-deterministic Targeting in digital marketing.	2	3
f.	What defines a good Online Campaign Management solution?	2	3
g.	Define online Reputation Management.	2	4
h.	List out the two techniques for evaluating cost effectiveness of digital strategies	2	4
i.	What are online communities?	2	5
j.	Discuss privatization issues with Digital Marketing.	2	5

SECTION B

2. Attempt any *three* of the following: 3 x 10 = 30

Qno.	Question	Marks	CO
a.	Explain with suitable example the progression of digital marketing from traditional marketing	10	1
b.	Differentiate between the following Facebook Applications. Give examples to illustrate Facebook Events, Facebook Platform and Facebook Marketplace.	10	2
c.	What shifts in the marketplace have paved a way for Gamification as a marketing tool?	10	3
d.	Is Online Reputation Management important in today's scenario? Suggest a suitable Online Reputation strategy for a new retail setup.	10	4
e.	How can organizations use online communities to impact Consumer Price Sensitivity?	10	5

SECTION C

3. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	Discuss critical strengths and applications of Digital Marketing.	10	1
b.	List salient features of the Digital Ecosystem. How the rise of the importance of the virtual paradigm is significant for marketing?	10	1

4. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	With Facebook, brands have been offered the chance to actually understand what their consumers want, without deducing or listening to intermediaries. But the first thing they need to do in order for that information to be available is to listen. Comment on this, using Indian Brands as examples.	10	2
b.	How companies can use Blogs as effective digital marketing tool? Support your answer with suitable example.	10	2

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5. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	Discuss one method by which consumers are segmented and targeted in the virtual world.	10	3
b.	What are the steps that marketer needs to take in order to execute a mobile marketing strategy?	10	3

6. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	"ROI Measurement is an Act on Insights to Reassess, Revise and Rework". Comment.	10	4
b.	Discuss various principles of Digital Leadership in detail.	10	4

7. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	Identify two companies which are using Online Communities to engage consumers for co-creation to develop new food and beverage options.	10	5
b.	Discuss the key elements of Digital Transformation framework in detail.	10	5

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