



PG – 888

IV Semester M.B.A. Degree Examination, July 2017
(CBCS)
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.

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SECTION – C

12. Case study (Compulsory) :

(15×1=15)

Fewikwik 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 Fewikwik 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 Fewikwik'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.