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Mid Semester Examination

Name of the Program: MBA

Semester: IV

Name of the Course: DIGITAL MARKETING AND SOCIAL MEDIA

Course Code: MB 404 M3

Time: 1:30 Hours

MM: 50

Note:

- (i) This question paper contains two sections.
- (ii) Both sections are compulsory.

Section – A

Q1. Fill in the blanks:

(1 X 10 = 10 Marks)

- a) _____ is always been about connecting with your audience in the right place and the right time.
- b) _____ is the use of the internet, mobile device, social media, search engine and other channels to reach customers.
- c) Digital marketing occur electrically and _____.
- d) Purchasing decisions are _____ now a day.
- e) Business card is example of _____ marketing.
- f) _____ is the fuel that drives your digital marketing strategies.
- g) _____ marketing examples includes tangible items such as business cards, posters, brochures etc.
- h) The entire SEO works on _____.
- i) _____ means having the keywords those will rank your site in search engine.
- j) The search result are generally presented in a line of result often referred to as _____.

Section – B

Note:

- (i) Answer **all the questions** by choosing *any one of the sub questions*.
- (ii) Each question contains three parts a, b & c. Attempt any one part of choice **a & b** from each question and part **c** is compulsory of each question.

Q.2	(10 Marks)	COs 1 & 2
a)	Explain with suitable example the progression of digital marketing from traditional marketing	
OR		
b)	How companies can use Blogs as effective digital marketing tool? Support	

	your answer with suitable example	
c)	<p>Case Study: Planning a Digital Campaign: 'Kafee Sari Coffee' (A lot of Coffee) is a local start-up serving 100 different types of coffees from around the world. The owner is a coffee connoisseur (expert) in the coffee beverage sector, having exposure to coffee preparation and selling in at least 18 countries across Europe, South America and North America, as also the Middle East and parts of Africa. He has access to sources of coffee varieties from around the world, and desires to deliver a superior of coffee consumption experience in major cities of Gujarat. He does not want to engage into traditional advertising tools, as he believes in the capability of digital media to reach out to his target audience.</p> <p>QUESTIONS</p> <p>(a) Design the Digital Marketing Strategy and Plan for the venture.</p> <p>(b) Which digital marketing platforms (do not include social media) would you use, and for which purpose?</p> <p>(Compulsory) (10 Marks)</p>	
Q.3	(10 Marks)	
a)	Content is king in DSMM. But your content should have the right kind of keywords. Why are keywords so important? Which are the different types of classifying keywords?	COs 1 & 2
	OR	
b)	Discuss critical strengths and applications of Digital Marketing.	
c)	<p>Case Study:</p> <p>BillBachao is an India-based company that helps people find the most suitable mobile plans for their needs. Through studying user's usage patterns and applying big data analytics, the app aims to save money for 70%+ of people in India who overpay for their telecom services.</p> <p>Activities already done by the company:</p> <ul style="list-style-type: none"> • BillBachao wanted to reach target audience in money-conscious 16-25 year olds in India • Used keyword targeting to reach high-intent audiences looking for phone plans • Also used geo-targeting to ensure they showed campaigns only to users in areas where they operate • BillBachao saw a 56% growth in app installs during campaign <p>The challenge</p> <p>BillBachao uses social media to share promotions, tap into relevant conversations, and engage with customers. To increase downloads of their mobile app, the BillBachao team partnered with the agency @befoxy to create an app installs or engagements campaign. BillBachao's target audience is money-conscious 16-25 year olds and mobile savvy college students in India.</p>	

	<p><u>QUESTIONS</u></p> <p>a. What methods of targeting did Bill Bachao? What are the other methods of targeting that Bill Bachao must adopt.</p> <p>b. What are different types of keywords? Which type of keywords should Bill Bachao should use? (Compulsory)</p> <p>(10 Marks)</p>	
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Note for the question paper setters: (Assuming two units are covered)

- Question Paper should have questions from both the units covering the related COs
- Sub questions (a) and (b) can be further divided, if required