



**IV Semester M.B.A. (Day and Eve.) Examination, November/December 2023  
(CBCS) (2022 – 23 and Onwards)**

**MANAGEMENT**

**Paper – 4.3.3 : Digital Marketing (Marketing)**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**

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

1. What is meant by pure play ?
2. What is blog Mining ?
3. Mention the various ways in which behavioural tracking of customers are done in today's marketing Environment.
4. How does Google AdWords work ?
5. What is viral marketing ? How can it benefit an organisation ?
6. How should a website manage negative comments ?
7. What are the various methods of consumer engagement ?

**SECTION – B**

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

8. How is audience profiling done in Digital marketing ? How is it beneficial to any organisation ?
9. Why SEO is important ? How will it be a boon to Digital marketers ?
10. How are Social media Platforms used to Create content Seeding ?
11. Why is localization of add important in digital marketing ? Explain with suitable examples.



## SECTION – C

## Case Study (Compulsory).

(1×15=15)

12. Royal Enfield is a British-owned Indian motorcycle manufacturer. It is a publicly-traded corporation that deals in two-wheelers and are linked to the automotive sector. This brand's vehicles are known for their rough aesthetics, unrivalled stability, and overwhelming power. The brand has long been a favourite of law enforcement and military personnel. The Royal Enfield motorcycle company was started in 1909 and merged with Madras Motors in 1955. It is currently a subsidiary of Eicher Motors Limited, its Indian parent business. The Royal Enfield logo, which features a cannon and the words "Made like a gun," is also notable. This logo represents the Enfield Company's history. Royal Enfield vehicles are known for their rugged appearance unrivalled durability and huge power.

**Marketing Strategy of Royal Enfield**

A marketing strategy is a company's overall strategy for reaching out to potential customers and converting them into clients of the company's products or services. A marketing plan includes the company's value proposition, core brand messaging, information on target customer demographics, and other high-level elements. The marketing strategy for Royal Enfield looks at the brand using the marketing mix framework, which covers the four P's (Product, Price, Place, Promotion). Product innovation, price strategy, and promotion planning are just a few examples of marketing strategies. The success of the brand is aided by these commercial tactics, which are based on the Royal Enfield marketing mix. The Royal Enfield marketing strategy aids the brand/company in achieving its business goals and objectives by positioning itself competitively in the market.

To obtain a better grasp of the company's product, price, advertising, and distribution strategies, let's start with the Royal Enfield Marketing Strategy & Mix :

**Marketing Mix of Royal Enfield**

Marketing Mix of Royal Enfield analyses its 4P's (Product, Price, Place, Promotion) and explains the Royal Enfield marketing strategy. Several marketing techniques have aided the brand's growth, including product/service innovation,





marketing investment, customer experience, and so on. Because the goods are motivated not just by innovations but also by a deep understanding of users, Royal Enfield is transitioning from a production to a consumer-oriented approach. Royal Enfield likes to alter its bikes to keep up with current trends and add new features without losing its original identity.

### **Product Mix of Royal Enfield**

As a company that works in the automobile industry, Royal Enfield is linked with the manufacturing and marketing of motorbikes. It started its operations as a manufacturer of motorcycles for the Indian Army. Lawnmowers, stationary engines, bicycles, and firearms are among its other products.

The following are some of its well-known models :

- **Standard Street** : Bullet Electra 5S, Bullet 350, Bullet Machismo 500
- **Retro Street** : Classic 500, Classic Battle Green, Classic Chrome, Classic Squadron Blue, Classic 350, Classic Desert Storm
- **Cruiser** : Thunderbird 500, Thunderbird 300
- **Café Racer** : Continental GT

### **Promotion Mix of Royal Enfield**

Royal Enfield holds the distinction of being the first two-wheeler manufacturer to receive a WFTA certificate for satisfying European Community rules and criteria. It has invented many promotional policies to sell its products successfully in the consumer market. The company has launched innovative ad campaigns with the help of electronic and print media. Its advertisements can be seen on television, in magazines, newspapers, and billboards. Royal Enfield has also been up to date with the social networking sites by launching brand awareness campaigns at social media portals like Facebook, Twitter, Instagram, and YouTube. It also promotes its brand by taking a part in several tv shows and also builds its goodwill by serving society in many ways. It revealed its custom bikes in Biarritz, France at the Wheels and Waves custom bike show. Several honours and awards have been bestowed upon Royal Enfield in celebration of its achievements. It won't Business Standard Best Company of the Year 2015 and has even been hailed by previous President Barack Obama as one of the best bikes he had come across.





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### Digital Marketing Presence

Royal Enfield, a motorcycle manufacturer, has implemented digital activities to engage customers during the COVID-19 lockdown. Offline activations for client contact and experiences have long been a staple of the two-wheeler industry. Brands are forced to go to the virtual realm because physical engagements are not viable.

According to the firm, the vast range of initiatives has resulted in putting a diverse yet inclusive Royal Enfield community, ranging from enthusiastic riders and hopefuls to custom builders and motorcycling groups, under one banner and bonding over their common passion—Pure Motorcycling.

### Questions :

- a) What can be the online Add Campaign to attract new customers ?
  - b) Give a design of add which will make Royal Enfield a happening brand in digital platforms.
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