

**MASTER OF COMPUTER APPLICATIONS DEGREE EXAMINATION,
APRIL/MAY - 2023**

THIRD SEMESTER

PAPER - 316 - DIGITAL MARKETING (OPEN ELECTIVE)

(Revised Regulations w.e.f. 2021-2022)

(Common Paper to University and Affiliated Colleges)

Time : 3 Hours

Max. Marks : 70

PART-A

(Descriptive/Numerical type questions)

Answer any **FIVE** questions. Each question carries **10** marks

(5×10=50)

1. Discuss the various factors to be considered and involved in online marketing environment.

(OR)

2. What is Content Marketing? Explain its importance with suitable example.

3. Explain the following

- i) Organic Vs paid listings
- ii) Role of digital strategies

(OR)

4. How could you use Social Media in order to promote your product in different market segments and increase customer engagement?

5. Discuss the different online pricing strategies and tactics.

(OR)

6. How consumers are targeted through online marketing tools? Explain in detail

7. What is Mobile Marketing? What are the different types of Mobile advertising model?

(OR)

8. Write a brief notes on the following:

- i) E Mail Marketing
- ii) Affiliate Marketing
- iii) Online Intermediaries

9. Explain the role of social media in Marketing Research. With suitable examples.

(OR)

10. Discuss the legal and ethical aspects related to digital marketing

PART - B
(Case Analysis)

(20)

11. Fine Furnishings Limited is a small chain of distributors of good-quality office furniture, carpets, safes and filing cabinets. The company keeps in touch with advances made in the office furniture field worldwide and introduces those products which are in keeping with the needs of the market in terms of design, workmanship, and value for money and technical specifications.

It is contended that furniture purchased is a capital investment, and a wise decision can help the buyer save on future expenses, because cheaper alternatives have to be replaced more frequently.

Fine Furnishings trades only in good-quality furniture which is sturdily constructed. Differences between its products and cheaper, lower quality ones are well known to those who have several years of experience in the business.

An important feature, the company feels is the availability of a complete list of components of the furniture system. This enables customers to add bits and pieces of matching design and colour in the future. Such components are available for sale separately. Systems are maintained in stock by the company for a number of years, and spare parts for chairs and other furniture are always available.

The company has experienced a downturn in trade over the past two years. In addition, it had to trim its profit margins. Last year, it barely broke even and this year it is heading for a small loss for the first time in the company's twenty years history.

One of the marketing consultants suggested them to adopt Digital Marketing for its survival. As a Digital Marketing Expert,

Questions:

- a) Advise the company in relation to its product mix. How will your recommendation affect the company's image?
- b) Advise the company in relation to its stock holding policy. How will your recommendations affect customer service?
- c) Suggest ways in which promotional activity might help the company out of the difficulties it now faces.

MASTER OF COMPUTER APPLICATIONS DEGREE EXAMINATION —FEBRUARY 2021.
THIRD SEMESTER

Paper 316 – DIGITAL MARKETING (OPEN ELECTIVE)

(under CBCS Revised New Regulations w.e.f. 2016-2017)

(Regular/ Supplementary)

Time : 3 hours

Max. Marks : 70

PART – A

Descriptive Type Questions.

Each question carries 10 marks.

(Marks : $5 \times 10 = 50$)

1. (a) What are the drivers of Digital Marketing? How do you integrate E-Business to an existing Business Model?

Or

- (b) Define Digital Marketing? State the need and significance of Digital Marketing in the Modern Economy?

2. (a) Explain the concept of SEO? Discuss various forms of Search Engines?

Or

- (b) Discuss the role of website design and website content in promoting Online Business?

3. (a) What factors influence online Pricing? Discuss few online Pricing Strategies?

Or

- (b) Write about Time-based online pricing and Personalized Pricing?

4. (a) Write about the role of Online intermediaries in Personalisation of Products and Services?

Or

- (b) How do you design and develop an online Channel for B2C Marketing?

5. (a) Discuss few strategies to promote the products or services online?

Or

- (b) Write a note on Online Advertising and Viral Marketing?

PART – B
(Case Analysis)

(Marks : 20)

6. It's one of those typical mornings. You try to use our hair dryer and its shorts out. And then you find your coffee maker is on the fritz. And, of course, you threw out the boxes a long time ago and you don't know where the warranty information is. Then, wouldn't you know it, you try to do a load of laundry and the dryer is on the blink. So who do you call?

Sears wants you to call local Sears store. Sears repairs all brands of appliances, regardless of who made or who sold them. The challenge Sears handed to its agency, Young and Rubicam, was to build awareness of this newly branded Sears Home Central appliance repair service and get customers to call sears when their appliances break.

Sears research found that there is a need for such a service. When appliance breaks, customers go back to the retailer, call the manufacturer, or call an independent repair shop. Most of these options do not deliver real customer service: they don't answer the phone or call customers back, they don't work after hours, and they often aren't equipped to fix the problem right the first time.

Contrast that reality with what Sears offered: One call to one central repair source for any appliance brand high-quality repair service whenever you need it by someone you know and trust. The advertising message communicated how Sears could help customers avoid frustration and obtain professional appliance repair service.

The advertising leveraged the powerful trust of the Sears brand and provided a solution to a very real problem, but it had to reach the right audience, at the right time, and in the right manner to build awareness. Because of these concerns, Young and Rubicam had to make tough decisions about which media to use to deliver Sears message.

Question(s)

- (a) If you were in the Sears Home Central account at young and Rubicam, what kind of advertising media would you suggest and why?
- (b) How does the message affect the media choice?