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Code: 19MBA4020

SET-2

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)**

MBA IV Semester Regular Examinations, July-2022

DIGITAL MARKETING

Time: 3 Hrs

Max. Marks: 60

**Answer any Five questions
All questions carry EQUAL marks
Question No. 8 is Compulsory**

1. a) Explain benefits of Digital Marketing **6M**
b) Briefly explain the concept of Organic and Paid Digital marketing **6M**
2. a) Difference between Traditional Marketing Vs Digital Marketing **6M**
b) Explain the role of manager of Digital Marketing Firm. **6M**
3. Explain on page and off page Search Engine Optimization with examples. **12M**
4. a) What are the advantages of Twitter over other social media networking sites? **6M**
b) Explain lead generation strategy. **6M**
5. a) What are all keyword match types available in Google AdWords? **6M**
b) Discuss pros and cons of CPC. **6M**
6. a) Briefly discuss the role of social media in business. **4M**
b) Given a social media strategy, on what factors would you evaluate its effectiveness? **8M**
7. Critically analyse the issues, challenges and benefits of Digital Marketing in India **12M**
8. **CASE STUDY:** **12M**
For the first time, Samsung has dared to take an unconventional step and stirred the emotional quotient of viewers, rather consumers, with its latest ad film 'Samsung Service'. The home appliance major has launched an ad campaign as part of its initiative to take customer service to the door-steps - of consumers, in both urban and rural India. (In October last year, the television manufacturer launched 535 service vans to ensure timely service to customers in the remotest corners of the country).

Speaking about the initiative, Ranjivjit Singh, chief marketing officer, Samsung India, says, "The endeavour for Samsung India has always been to cater to our customers, be it with innovative products or world-class service. We have further strengthened our service outreach and have got the widest reach of service centres with trained service engineers. This team will go to the deepest parts of the country to service the needs of our customers. With this, Samsung's reach will extend to customers in over 6,000 talukas across 29 states and seven union territories."

"The launch of the digital campaign is intended to highlight the uniqueness of the initiative and reiterate that Samsung Service cares. The idea was conceptualised based on understanding our customers and the need to continuously innovate, be it with product innovation or service standards. The new ad campaign is in sync with the brand values and our vision to cater to our customers," he adds.

The four-minute-long film, which was released on December 30, has clocked in a whopping 18 million views so far just on YouTube. It was also unveiled across 50 television channels as a 90-second spot and was supported by print media across various cities.

Not long ago, Samsung had on its hands a global product failure, which led to the withdrawal of its faulty Smart Phone Galaxy Note 7. Though the product being advertised in this film is Samsung's TV- and the after sales service thereof - we couldn't help but think that this was the company's effort at damage control.

It seems to be a trend in the digital space that you add a differently-able person in the film and you will garner emotion. This format is getting quite predictable. One can make the brand appear 'human' even without the inclusion of the same. On the bright side, the film is well shot and has a good sound track.

Questions:

- a) Explain digital marketing strategy in this case.
- b) How a short film contributes and benefits digital marketing?
- c) How search advertising helps expansion of consumers' base?