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Code: 19MBA3025

SET-2

ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)

II MBA III Semester Regular & Supplementary Examinations, January-2023 DIGITAL AND SOCIAL MEDIA MARKETING

Time: 3 Hrs

Max. Marks: 60

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

1. What is Social Media Marketing. Explain Various Social Media Marketing Tools. **12M**
2. Develop a Social Media Marketing Strategy for a newly developed gaming App. **12M**
3. Elaborate the traffic engagement concepts for a Product or a Brand of your choice in Facebook platform. **12M**
4. Describe the steps involved in content creation on online media. **12M**
5. Evaluate different media strategies of Facebook platform to enhance business and brand performance **12M**
6. What is Return on Investment. Explain the different indicators to measure Social Media Campaigns **12M**
7. What is Social Media Advertising. Explain the influencer Marketing and its benefits. **12M**
8. **CASE STUDY:** **12M**
Volkswagen (VW) is one of the world's leading automobile manufactures and the largest carmaker in Europe. As Volkswagen pursues its goal of becoming the number one automaker in the world by 2025, India has become a key component of its strategy. India is currently the world's second fastest growing car market, with shipments expected to more than double by 2023.

As a relatively recent introduction of new cars into the Indian automotive market, VW needed to raise brand awareness of its new brands. To address this challenge, Volkswagen's marketing team focused on one of its key brand pillars, innovation, to make a strong impact throughout the roll-out in India. Innovation was showcased not only in Volkswagen's product introductions but also in its communications and advertising.

Volkswagen next step is to turn to digital media to create new opportunities for customers to connect with the brand. In this regard,

- 1) Discuss the SWOT for the VW in present Indian competitive automobile segment market.
- 2) You being a member in marketing team, suggest suitable channels of digital media to reach their goal.