

[4]

The voice of hunger challenge consists of 5 challenges and according to Swiggy they received multiple platform entries around 1.5 lakh entries were received in 10 days of voice of hunger challenge of Swiggy Instagram account, according to social media team they received more than 50 entries per minute and entries from other countries like Japan, Canada, and US were received too.

Questions:

- (a) Why Swiggy's voice of hunger campaign became most popular user generated campaign on social media? **5**
- (b) What were the impact on Swiggy's traffic on different social media platforms due to above creative campaign? **5**

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Total No. of Questions: 7

Total No. of Printed Pages:4

Enrollment No.....



Faculty of Management Studies  
End Sem (Even) Examination May-2022  
MS5OE07 Digital Marketing

Programme: MBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. Which products are people most likely to be more uncomfortable buying on the Internet? **1**  
(a) Books (b) Furniture (c) Movies (d) All of these
- ii. Which of the following may not be considered as Digital Marketing? **1**  
(a) E-mail marketing (b) Viral marketing  
(c) Social media (d) Outdoor advertisement
- iii. Which one is not a parameter of classifying E-commerce business: **1**  
(a) Types of goods sold  
(b) Nature of participants  
(c) Based on platform  
(d) Based on traditional Market
- iv. What is Organic Traffic: **1**  
(a) Visitors coming from affiliate websites  
(b) Visitors coming from social websites  
(c) Visitors coming from natural search Results  
(d) Visitors coming from E-mails
- v. Ability to generate exposure on related sites known as- **1**  
(a) AdWords (b) AdSense (c) Blogs (d) Social media
- vi. Which of the following are types of SEO? **1**  
(a) On Page SEO  
(b) On Page and Front Page SEO  
(c) Front Page SEO  
(d) On Page and Off Page SEO

P.T.O.

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- vii. How can LinkedIn serve the company aside from social network marketing? **1**  
 (a) Job openings can easily be dispersed to qualified candidates on LinkedIn  
 (b) Company pictures can be posted to the profile  
 (c) Negative press about the competition can be easily spread  
 (d) Pricing lists can be posted
- viii. The best way to improve search engine ranking is with: **1**  
 (a) Video  
 (b) Having at least 500 words of text per page  
 (c) A Blog  
 (d) Using a lot of graphics per page
- ix. In a marketing meeting, you suggested that the company should put more emphasis on email marketing. What is the most compelling data statistic you should cite? **1**  
 (a) It's a cheap marketing tool  
 (b) It generates more ROI than other marketing channels  
 (c) People like emails  
 (d) Email can be integrated into social media
- x. Google analytics analysis can identify poorly performing pages with which of the following technique? **1**  
 (a) Funnel visualization  
 (b) Google Analytics Content Experiments  
 (c) Google Website Optimizer  
 (d) E-commerce reporting
- Q.2 i. Mention any 6 C's of digital marketing. **3**  
 ii. Define the various steps of digital marketing process with examples. **5**
- OR iii. Discuss any five differences between traditional marketing and digital marketing. **5**
- Q.3 i. Explore the term B2B, B2C & C2C. **3**  
 ii. What do you mean by web analytics? Discuss onsite & off-site web analytics. **5**

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- OR iii. Explain any five websites/apps which have been improved their business through digital marketing during lockdown period. **5**
- Q.4 i. Why Mobile marketing is very effective medium on digital platform now days? **2**  
 ii. "Search Engine Optimization is very widely used tool for increasing traffic on website". Justify the sentence into six major points. **6**
- OR iii. Differentiate between SEO & SEM with examples. **6**
- Q.5 i. Describe the term "E-PR on social media platforms". **2**  
 ii. Briefly explain about any two social media platform. **6**
- OR iii. "Blogs and discussion board can be very effective tool on digital platform". Justify the sentence with examples **6**
- Q.6 Attempt any two:  
 i. How Google analytics helps in increasing traffic and conversions on web sites. **4**  
 ii. E-mail Marketing facilitates your business activities on digital media platform. Justify. **4**  
 iii. Briefly explain the concept of Digital Advertising with examples. **4**

Q.7 Case Study

#### **Swiggy: Voice of Hunger**

Swiggy India is a popular delivery app in India founded in 2014 became the fastest unicorn in just four years in April of 2018 and is leading food delivery app market in India. Recently Instagram launched its new feature of voice message where people can interact to a post by voice up to 1 minute by It will send automatically when you release the button. Swiggy India made the best use of this feature, they launched a campaign on it, giving 1-year free food voucher to the best voice message and this became viral on Instagram. Many Influencers and star videos and entries were also received making it the most popular user-generated campaign of social media.

## Marking Scheme

### MS5OE07 Digital Marketing

Q.1	i.	Which products are people most likely to be more uncomfortable buying on the Internet?		<b>1</b>	
		(b) Furniture			
	ii.	Which of the following may not be considered as Digital Marketing?		<b>1</b>	
		(d) Outdoor advertisement			
	iii.	Which one is not a parameter of classifying E-commerce business:		<b>1</b>	
		(d) Based on traditional Market			
	iv.	What is Organic Traffic:		<b>1</b>	
		(c) Visitors coming from natural search Results			
	v.	Ability to generate exposure on related sites known as-		<b>1</b>	
		(b) AdSense			
Q.2	OR	Which of the following are types of SEO?		<b>1</b>	
		(d) On Page and Off Page SEO			
	vii.	How can LinkedIn serve the company aside from social network marketing?		<b>1</b>	
		(a) Job openings can easily be dispersed to qualified candidates on LinkedIn			
	viii.	The best way to improve search engine ranking is with:		<b>1</b>	
		(c) A Blog			
	ix.	In a marketing meeting, you suggested that the company should put more emphasis on email marketing. What is the most compelling data statistic you should cite?		<b>1</b>	
		(b) It generates more ROI than other marketing channels			
	x.	Google analytics analysis can identify poorly performing pages with which of the following technique?		<b>1</b>	
		(a) Funnel visualization			
Q.3	i.	Any 6 C's of digital marketing.		<b>3</b>	
		0.5 mark for each C	(0.5 mark *6)		
	ii.	Steps of digital marketing process	4 marks	<b>5</b>	
		Examples	1 mark		
OR	iii.	Any five differences b/w traditional marketing and digital marketing		<b>5</b>	
		1 mark for each	(1 mark * 5)		
Q.3	i.	B2B, B2C & C2C		<b>3</b>	
		1 mark for each	(1 mark * 3)		
OR	ii.	Web analytics	2 marks	<b>5</b>	
		Onsite web analytics	1.5 marks		
		Off-site web analytics	1.5 marks		
Q.4	iii.	Any five websites/apps		<b>5</b>	
		1 mark for each	(1 mark * 5)		
OR	i.	Mobile marketing is very effective medium		<b>2</b>	
		1 mark for each point	(1 mark * 2)		
	ii.	Justify the sentence into six major points		<b>6</b>	
Q.5		1 mark for each point	(1 mark *6)		
	iii.	Difference between SEO & SEM with examples		<b>6</b>	
		1 mark for each difference	(1 mark *6)		
OR	i.	E-PR on social media platforms		<b>2</b>	
		1 mark for each point	(1 mark *2)		
	ii.	Any two social media platform.		<b>6</b>	
Q.6		3 marks for each platform	(3 marks *2)		
	iii.	Blogs		<b>6</b>	
		Description	2 marks		
OR		Example	1 mark		
		Discussion board			
		Description	2 marks		
Q.7		Example	1 mark		
	Attempt any two:				
	i.	Google analytics helps in increasing traffic and conversions on web sites		<b>4</b>	
Q.8		1 mark for each point	(1 mark * 4)		
	ii.	E-mail Marketing facilitates your business activities		<b>4</b>	
		1 mark for each point	(1 mark * 4)		
Q.9	iii.	Concept of Digital Advertising	3 marks	<b>4</b>	
		Examples	1 mark		
Q.10	Case Study			<b>10</b>	
	Questions:				
	(a)	Why Swiggy's voice of hunger campaign became most popular user generated campaign on social media?			

1 mark for each point

(1 mark \* 5)

(b) What were the impact on Swiggy's traffic on different social media platforms due to above creative campaign?

1 mark for each point

(1 mark \* 5)

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