

Enrollment No.....



Faculty of Management Studies

End Sem Examination Dec-2023

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. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. Which of the following may not be considered as digital marketing? **1**
 (a) E-mail marketing (b) Outdoor advertisement
 (c) Social media (d) Viral marketing
- ii. Which products are people most likely to be more uncomfortable while buying on the internet? **1**
 (a) Books (b) Furniture (c) Movies (d) All of these
- 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. The full form of ISP is- **1**
 (a) In System Programming (b) Internet Service People
 (c) Information Service Provider (d) Internet Service Provider
- v. SEO is all about enabling yours _____ to be found. **1**
 (a) Phone (b) Keywords (c) Location (d) Website
- vi. Search engine which is most popular in China is- **1**
 (a) Yahoo (b) Bing (c) Google (d) Baidu
- 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. Why is it important to post to a blog regularly? **1**
 (a) It reduces the cost per blog post
 (b) Keep readers engaged and also gives search engines content to index
 (c) It gives the social media marketing specialist something to do
 (d) It allows more chances for the company to put down the competition

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ix.	In Google analytics, a session can last for _____ minutes, even if you do not do any activity.		1
	(a) 20 (b) 30 (c) 40 (d) 60		
x.	Ability to generate exposure on related sites known as-		1
	(a) Viral marketing (b) AdSense		
	(c) AdWords (d) E-mail marketing		
Q.2	i. Elaborate the concepts of digital marketing with example.		2
	ii. Mention any 4 C's of digital marketing.		2
	iii. What do you mean by digital marketing process? Explain the steps in detail.		4
OR	iv. Write any four differences between traditional marketing & digital marketing with examples.		4
Q.3	i. What do you mean by "Web Analytics"? Also give it's applications.		3
	ii. Explore the term B2B, B2C, C2B & C2C with examples.		5
OR	iii. Which E-commerce site is really winning in Indian market between Flipkart or Amazon? Critically compare and give your views.		5
Q.4	i. Briefly explain any three importance of mobile marketing.		3
	ii. Design an online campaign management plan for an upcoming restaurant in your city.		5
OR	iii. What do you mean by Search Engine Optimization (SEO)? How it is different from Search Engine Marketing (SEM)?		5
Q.5	i. How online PR helps in influencing people on social media. Attempt any two:		2
	ii. Discuss any three social media platforms with their short description.		3
	iii. Compare blogs & forums.		3
	iv. Write a short note on social media measurement		3
Q.6	Write a short note on any two:		
	i. Digital advertising		4
	ii. Google analytics		4
	iii. Viral marketing		4
Q.7	Case Study- KKR – IPL Team's Digital Marketing Strategy		10
	Not even the IPL team could stay far away from the digital world. Kolkata Knight Riders (KKR) is the franchise representing Kolkata in the Indian Premier League (IPL), a Twenty20 cricket tournament whose co-owner is		

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one of the famous film star – Shahrukh Khan.

KKR team has the most engagement with their fans and followers due to its digital marketing strategies. During the initial days, KKR showed keen interest to gain followers over the internet and worked on various objective like how to increase brand awareness of KKR irrespective of Shahrukh Khan, how to stay tuned and connected with the fans and how to keep them updated with latest news & updates.

For engagement, first, they decided to create a video blog dedicated only to KKR fans named "Inside KKR" where fans can get through their news and their favorite players easily.

Secondly, they had a website blog and an official mobile app that kept fans engaged and updated with the latest news about the team.

They paid special attention to social media platforms as well as The digital marketing team at KKR has also organized a live screen Facebook chat at Facebook HQ in Hyderabad.

Players of KKR had queued sessions on Twitter with their fans and run special "Cheer for KKR campaign". This is for the time that any sports team followed a digital idea.

Results of the campaign:

Facebook page of KKR has 15 M likes during the campaign, the highest of all the other IPL teams.

In Twitter, KKR is the most engaging IPL team.

KKR became the most followed IPL team on Instagram with more than 466K followers.

It has also gained traffic to its Pinterest page and Google Plus profile.

Customized & personalized video shared on social media platforms by fans led them a chance to receive a valuable acknowledgment by the team players which has turned to 10 million cricket followers which impacted on and off to the KKR team.

(a) List out any five digital marketing strategies adopted by KKR during IPL.

(b) How digital marketing campaign helps KKR to increase their followers?

Scheme

Objective Type Question

Course :- Digital Marketing
Course Code :- M S O E 07
MBA III Sem

Q 1. (b) outdoor advertisement -

(i) (b) Furniture

(ii) (d) Based on traditional market

(iv) (d) Internet service providers

(v) (d) Website

(vi) (d) Baldu

(vii) (a) Job openings can easily be dispersed to qualified candidates on LinkedIn

(viii) (b) keep readers engaged and also gives search engines content to index

(ix) 30 minutes

(x) Ad words

Q 2 (i) Concept of digital marketing with example — 2

(ii) 4C's of digital Marketing — 2

(iii) Digital Marketing process — 4

OR (iv) Four differences between traditional & Digital Marketing with example. — 4

Q 3 (i) Definition of Web Analytics — 1

Application — 2

(ii) B2B, B2C, C2B, C2C, (definition with example) — 5

OR (iii) Comparison of Flipkart and Amazon in Context of Indian market (5 Points) — 5

Q 4 (b) Importance of mobile marketing (3 points) — 3

(c) Design online campaign management plan for upcoming restaurant in your city — 5

(d) (i) SEO (Definition) — 1

(b) Differentiate between SEO and SEM — 4

Q5. (i) Online PR Influencing people on social media - 2

Attempt any two

(i) Three social media platform (Description) ——— 3

(ii) compare blogs & forum ——— 3

(iii) Social Media measurement ——— 3

Q6. Short notes:- (Any two)

(a) Digital advertising ——— 4

(b) Google Analytics ——— 4

(c) Viral Marketing ——— 4

Q7. Case study

(a) Five digital marketing strategies adopted by KKR during IPL ——— 5

(b) Narayana digital marketing campaign helps KKR to increase their followers - ——— 5

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Scheme prepared & verified as per syllabus:-