

Q.7

Case study

10

Bennetts, the UK's top bike insurance specialist, faced challenges with declining brand awareness and direct sales due to the emergence of price comparison websites in the bike insurance market. To counter this, Bennetts implemented a strategic overhaul aimed at revitalizing brand engagement and reclaiming its position as a premium brand. They prioritized a social media-centric approach, leveraging platforms like Facebook, Twitter, and YouTube to position themselves as the go-to brand for bikers. Experiential promotions such as "Biking Dreams" and enhanced customer service through Facebook and Twitter further bolstered brand advocacy and satisfaction. The results were significant, including increased direct sales, improved brand metrics, and milestones on social media platforms. The launch of Bike Social, a dedicated platform for bikers, solidified Bennetts' position as a brand deeply embedded in the biking community. Overall, Bennetts' strategic shift towards social media marketing proved instrumental in revitalizing the brand and fostering a strong sense of community among bikers.

Give answer of the Questions:

- (a) What challenges did Bennetts face in the bike insurance market, and how did they impact the brand's performance?
- (b) How did Bennetts prioritize a social media-centric approach to address declining brand awareness and direct sales?
- (c) What insights prompted Bennetts to invest heavily in social media platforms like Facebook, Twitter, and YouTube?

Total No. of Questions: 7

Total No. of Printed Pages:4

Enrollment No.....



Faculty of Management Studies

End Sem Examination May-2024

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.

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|-----|------|--|---|
| Q.1 | i. | What's the main goal of digital marketing? | 1 |
| | | (a) To get more people to read newspapers | |
| | | (b) To convince people to stop shopping online | |
| | | (c) To advertise products using the internet | |
| | | (d) To decrease people's interest in the internet write | |
| | ii. | What does the term "new digital world" refer to? | 1 |
| | | (a) Stagnation in technological advancements | |
| | | (b) Continuity of traditional marketing dominance | |
| | | (c) Evolution of the digital marketing landscape | |
| | | (d) Decrease in digital consumer engagement | |
| | iii. | How does e-commerce impact consumer convenience and shopping habits? | 1 |
| | | (a) By limiting product choices | |
| | | (b) By offering round-the-clock accessibility | |
| | | (c) By increasing prices | |
| | | (d) By reducing product quality | |
| | iv. | What is the primary purpose of audience profiling and segmentation in web analytics? | 1 |
| | | (a) Increasing website traffic | |
| | | (b) Enhancing user experience | |
| | | (c) Identifying target demographics | |
| | | (d) Improving website design | |

- v. How does content impact branding and sales in digital marketing? **1**
 (a) It has no impact on branding or sales
 (b) It helps build brand identity and influences purchasing decisions
 (c) It increases website traffic but does not affect sales
 (d) It only affects sales but not branding
- vi. How can marketing analytic tools be utilized in segmentation? **1**
 (a) By analyzing competitor pricing strategies
 (b) By identifying target demographics based on location
 (c) By conducting A/B testing on website designs
 (d) By creating engaging social media content
- vii. How can businesses effectively amplify their content through content seeding? **1**
 (a) Sharing content sporadically
 (b) Collaborating with influencers
 (c) Ignoring community engagement
 (d) Focusing solely on promotional content
- viii. What is a recommended strategy for engaging with audiences on blogs, forums, and discussion boards? **1**
 (a) Overtly promoting products/services
 (b) Providing value-added insights
 (c) Avoiding audience interaction
 (d) Sharing unrelated content
- ix. What is the main focus of affiliate marketing? **1**
 (a) Selling products through physical stores
 (b) Promoting other companies' products for a commission
 (c) Conducting market research through surveys
 (d) Managing customer relationship through survey
- x. What is the primary goal of email marketing? **1**
 (a) Improving website design
 (b) Enhancing user experience on websites
 (c) Building relationships with customers and driving conversions
 (d) Analyzing competitor pricing strategies
- Q.2 i. What is the primary focus of digital marketing? **2**
 ii. What do you mean by the term “new digital world”? **2**

- iii. What do you understand by digital marketing strategies? Define marketing strategies for the digital world. **4**
- OR iv. What is digital marketing? Define complete process of digital marketing with suitable examples at each stage. **4**
- Q.3 i. Define types of E-commerce sites. **3**
 ii. What do you understand by web analytics? Give complete process of audience profiling and segmentation. **5**
- OR iii. Explain any two popular E-commerce websites in detail. **5**
- Q.4 i. What are the major objectives of using mobile marketing? **3**
 ii. Define SEO. How it is significant in business processes? Give any two examples of SEO. **5**
- OR iii. What is Google AdWords? How it is important for sales? **5**
- Q.5 i. Explain the importance of content guidelines for social media marketing. **2**
 Attempt any two:
 ii. Define the techniques of social media measurement. **3**
 iii. What are some effective strategies for content seeding? How can businesses leverage influencers and communities to amplify their content? **3**
- iv. Explain how social media platforms like Facebook, LinkedIn, and twitter are utilized by businesses to develop business? **3**
- Q.6 Attempt any two:
 i. Briefly discuss the legal and ethical aspects related to digital marketing practices. **4**
 ii. Describe content marketing. Explain the role of content marketing in modern digital marketing strategies. **4**
 iii. What is affiliate marketing? How it is important for business in formulating digital marketing strategies? **4**

Marking Scheme

Digital Marketing (T) – MS5OE07 (T)

Q.1	i)	c) To advertise products using the internet	1	OR	Q.4	i.	Any 3 objectives	(1 Mark each)	3
	ii)	c) Evolution of the digital marketing landscape	1		Q.5	ii.	SEO Significance Two example of SEO	1 Mark 2 Marks 1 Mark each	5
	iii)	b) By offering round-the-clock accessibility	1			iii.	Google adwards Importance	2 Marks 3 Marks	5
	iv)	c) Identifying target demographics	1			OR	i.	Any two guidelines	(1 Mark each)
	v)	b) It helps build brand identity and influences purchasing decisions	1						
	vi)	b) By identifying target demographics based on location	1						
	vii)	b) Collaborating with influencers	1						
	viii)	b) Providing value-added insights	1						
	ix)	b) Promoting other companies' products for a commission	1						
	x)	c) Building relationships with customers and driving conversions	1						
Q.2	i.	Any Two points	(1 Mark each)	2	Q.6	i.	Any 4 legal aspect	(1 Marks each)	4
	ii.	Any two Points	(1 Mark each)	2		ii.	Content Marketing Role	2 Marks 2 Marks	4
	iii.	Any four strategies	(1 Mark each)	4		iii.	Affiliated Marketing Importance	2 Marks 2 Marks	4
	OR iv.	Digital Marketing Process	1 Mark 3 Marks	4		Q.7	Case Study Q(a) Challenge Impact Q(b) Any 3 points of social media approach 3 Marks Q © Any 4 insight for investment on FB, Twitter 4 Marks	1.5 Marks 1.5 Marks (1 Mark*3) (1 Mark *4)	10
Q.3	i.	Any 3 types of E- Commerce	(1 Mark each)	3					
	ii.	Web Analytics Process of audience pretiling	2 Marks 3 Marks	5					
OR	iii.	Two websites	(2.5 Marks each)	5					
