

[4]

CHALLENGES:

While P&G's market researchers were widely lauded for their efforts that had led to making P&G one of the top companies in the CPG segment, in 2018 they also came in for criticism for not informing the top management of the company about the changes in the US consumer market, the company's largest market.

- (a) Analyse the case.
- (b) How digital platform is used as a medium between P&G and Consumers.

Total No. of Questions: 7

Total No. of Printed Pages:4

Enrollment No.....



Faculty of Management Studies

End Sem (Odd) Examination Dec-2019

MS3EM03 Internet and Digital Marketing

Programme: BBA

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. _____ a global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardized communication protocols. **1**
(a) Intranet (b) Internet (c) Arpanet (d) Extranet
- ii. _____ refers to advertising delivered through channels such as search engines, websites, social media, email, and mobile apps. **1**
(a) Digital Marketing (b) Google Marketing
(c) Frisbee Marketing (d) None of these
- iii. _____ uses blogs, podcasts, video, and social media sites as a vehicle. **1**
(a) Script (b) Content (c) Letter (d) All of these
- iv. _____ is the use of social media platforms and websites to promote a product or service. **1**
(a) Video marketing (b) Viral Marketing
(c) Social Media marketing (d) All of these
- v. _____ is the practice of increasing the quantity and quality of traffic to your website through organic search engine results. **1**
(a) Search engine optimization
(b) Search Engine Marketing
(c) Both (a) and (b)
(d) None of these
- vi. _____ are ideas and topics that define what your content is about. **1**
(a) Innovation (b) Content (c) Keywords (d) Search engine

P.T.O.

[2]

- vii. _____ is the process of writing an online journal in which you share your thoughts about a particular subject with readers. **1**
 (a) Scripting (b) Blogging (c) Creating (d) Imaging
- viii. _____ refers to how consumers spread information about a product with other people in their social networks. **1**
 (a) Video marketing (b) Viral marketing
 (c) Social marketing (d) Both (a) and (c)
- ix. It's a buzz word that companies that are effectively managing _____ are winning in the market, and ones that aren't, well, aren't. **1**
 (a) Digital Controlling (b) Digital Transformation
 (c) Digital Succession (d) Digital Planning
- x. _____ functions the web relationship influence among the cyber citizens and it aims to make desirable comments about an organization, its products and services, news viewed by its target audiences. **1**
 (a) Online Meeting (b) Online Public Relations
 (c) Online funding (d) Online Charging
- Q.2 i. Define Internet and Digital marketing with example. **2**
 ii. Explain the impact of Internet on consumer needs. **6**
 OR iii. State and explain Online Marketing Objectives. **6**
- Q.3 i. Define Search Marketing. **2**
 ii. Define and differentiate mobile marketing and video marketing by highlighting their advantages. **6**
 OR iii. Explain the role of online campaign management in customer segmentation, targeting and positioning. **6**
- Q.4 i. Define SEO. **2**
 ii. Explain the elements and types of SEO. **6**
 OR iii. Elaborate SEO process. **6**
- Q.5 i. What do you mean by "Blogging"? Explain. **2**

[3]

- ii. What are the legal and ethical issues to be kept in mind while digital marketing? **6**
- OR iii. Explain the features of Integrated Online Marketing & Viral marketing. **6**
- Q.6 Attempt any two: **4**
 i. Explain Digital Transformation with example. **4**
 ii. Explain how digital marketing is adding value to business. **4**
 iii. What is Online PR? How it helps in influencing audience. **4**
- Q.7 Case Study: **10**
 INTRODUCTION:
 The Procter & Gamble Company (P&G), the world's leading fast-moving consumer goods (FMCG) company, was renowned for its consumer research. The company interacted with over five million consumers annually in around 100 countries. It undertook more than 15,000 research studies annually and spent more than US\$350 million each year on consumer understanding. P&G was among the first companies globally to undertake formal research on consumer requirements – the company set up its market research (MR) department in 1924. In the subsequent nine decades, the company devised many innovative MR techniques. Its researchers were equipped with the skills to get the information they needed from consumers. P&G used advanced technology to assess the feedback it garnered and generate the right conclusions.
- CONDUCTING MARKETING RESEARCH ONLINE:
 P&G undertook online concept tests to garner feedback from consumers. This feedback aided it in new product unveilings and in introducing improved versions of existing products. In 1999, 15% of its market surveys in the US were conducted through the Internet.

P.T.O.

Marking Scheme

MS3EM03 Internet and Digital Marketing

Q.1	i.	_____ a global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardized communication protocols. (b) Internet	1
	ii.	_____ refers to advertising delivered through channels such as search engines, websites, social media, email, and mobile apps. (a) Digital Marketing	1
	iii.	_____ uses blogs, podcasts, video, and social media sites as a vehicle. (b) Content	1
	iv.	_____ is the use of social media platforms and websites to promote a product or service. (c) Social Media marketing	1
	v.	_____ is the practice of increasing the quantity and quality of traffic to your website through organic search engine results. (a) Search engine optimization	1
	vi.	_____ are ideas and topics that define what your content is about. (c) Keywords	1
	vii.	_____ is the process of writing an online journal in which you share your thoughts about a particular subject with readers. (b) Blogging	1
	viii.	_____ refers to how consumers spread information about a product with other people in their social networks. (b) Viral marketing	1
	ix.	It's a buzz word that companies that are effectively managing _____ are winning in the market, and ones that aren't, well, aren't. (b) Digital Transformation	1
	x.	_____ functions the web relationship influence among the cyber citizens and it aims to make desirable comments about an organization, its products and services, news viewed by its target audiences. (b) Online Public Relations	1
Q.2	i.	Define Internet and Digital marketing with example.	2 marks 2

OR	ii.	Impact of Internet on consumer needs.	(1 mark*6)	6
	iii.	State Online Marketing Objectives Explain Online Marketing Objectives.	2 marks 4 marks	6
Q.3	i.	Define Search Marketing.	2 marks	2
	ii.	Mobile marketing video marketing	3 marks 3 marks	6
OR	iii.	Role of online campaign management Targeting Positioning.	2 marks 2 marks 2 marks	6
	Q.4	i. Define SEO. ii. Three Elements Three types of SEO	2 marks 3 marks 3 marks	2 6
OR	iii.	SEO process. (Any Six points)	(1 mark*6)	6
	Q.5	i. Define "Blogging" ii. Legal issues Ethical issues	2 marks 3 marks 3 marks	2 6
OR	iii.	Features of Integrated Online Marketing Features of Viral marketing.	3 marks 3 marks	6
	Q.6	Attempt any two: i. Define Digital Transformation 1 Example. ii. Digital marketing(4 Points) iii. Online PR It helps in influencing audience.	3 marks 1 mark (1 mark*4) 2 marks 2 marks	4 4 4
Q.7	Case Study:			10
	(a)	Analyse the case.	5 marks	
	(b)	Digital platform is used as a medium between P&G and Consumers.	5 marks	
