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Fourth Semester M.B.A. Degree Examination, October 2021

(CBCS – 2014-15 Scheme)

Management

Paper 4.3.3 — DIGITAL MARKETING

Time : 3 Hours]

[Max. Marks : 70

SECTION – A

Answer any **FIVE** questions, each carries **5** marks :

(5 × 5 = 25)

1. What is social media monitoring?
2. What is Google AdWords?
3. Write a note on On-page optimization.
4. What is Text-voice based tools available in mobile marketing?
5. Give the meaning of audience profiling and segmentation in the digital space.
6. Write a short note on YouTube Advertising.
7. Give two differences between Blog mining and Data mining.

SECTION – B

Answer any **THREE** questions, each carries **10** marks :

(3 × 10 = 30)

8. What are the major differences between traditional and digital marketing?
9. Explain the browsing behaviour model of e-consumers.
10. What should be the appropriate pricing and branding strategies in web marketing?
11. Enlist some of the E-business models and explain how these models help in achieving the organizational goals.

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SECTION – C

Compulsory Question :

(1 × 15 = 15)

12. CASE STUDY

Mother Dairy is an Indian food brand that manufactures and sells milk and milk products throughout the country. Their milk items incorporate refined items, frozen yogurt, paneer and ghee under Mother Dairy. The organization also sells edible oils, new products of the soil, frozen vegetables and handled food like organic product juices, jams, pickles etc.

The organization sells milk items under the “Mother Dairy” brand and is the main milk provider in Delhi-NCR and sells around 30 lakh litres of milk each day in this region and has a turnover of around 11,000 crores as of the year 2020. It is also one major organization to offer different items in assorted fields like organic products, vegetables, edible oils, milk and dairy items and milk-based packed desserts.

Mother Dairy is lagging there on creating efficient technological infrastructure and in their digital transformation, due to lack of funds, they are unable to cater to the technological needs of expanding and restructuring the processes and lack artificial intelligence and machine learning technologies in their infrastructure.

They are planning to launch a new product line of Lactose free milk and other lactose free products meant for vegans.

Questions :

- (a) How should Mother Dairy reach more customers without spending any budgets on paid ads?
- (b) Prepare a Digital strategy for marketing communications and also explain how you would use YouTube advertising to promote the new product line meant for vegans only.

Flipkart defined its target consumers as those who were not emotional about the shopping process and who considered shopping as a task. They were rational calculative and focused individuals. They were looking for a brand which was reliable trustworthy, honest, and credible. Flipkart supported this targeting and positioning strategy with an aggressive round of visibility on television, in the digital media, and the offline media, including advertising heavily on bus stops. The Indian consumer was still apprehensive about online transactions and use of credit cards. To overcome this issue, Flipkart launched cash-on-delivery (COD) system and also a 30 days no questions – asked return policy. Although this considerably increased sales, it led to other problems. The cash returns become slow and flipkart was at the mercy of the courier companies. Subsequently, Flipkart logistics was born to take care of the entire logistics for flipkart and also with vision to expand further into a logistics provider. Providing so many features, they appealed to the young and old consumers alike who were willing to shop quickly and easily, and were guaranteed excellent delivery times and service by the most trustworthy name in e-commerce in India. Flipkart has now achieved a strategic position in the market, which is not possible for other firms to imitate.

Questions :

- (a) How is an e-commerce portal like Flipkart promoting online shopping? What are the latest business associations flipkart has ventured into?
 - (b) Profile Flipkart's first festive campaign, for example, campaign for Diwali, 2014, in India.
 - (c) Snap deal, Flipkart, and Amazon are the top e-commerce players in India that are striving towards changing the face of e-retail.
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