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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **Ph.D. Course Work End Term Examinations – JAN-FEB 2025** |
| **Date:** 31- 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOM | **Program:** Ph.D. | |
| **Course Code :** MGT924 | **Course Name :** Digital and Strategic Marketing | |
| **Semester**: | **Max Marks**:100 | **Weightage**:50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **20** | **20** | **30** | **30** |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 10 marks. 6Q x 10M=60Marks** | | | | |
| **1** | Google and other search engines work using a variety of different elements. These factors are part of the algorithm to determine what results are relevant and which results are quality. Discuss the importance of the these steps for providing right search results. | **10 Marks** | **Application** | **CO1** |
| **2** | Keyword Research is the first and the most important step in a SEO Process. Distinguish between the Offline and Online Keyword Research methods. Identify a few online Keyword Research Tools with a suitable example. | **10 Marks** | **Application** | **CO1** |
| **3** | A company launched a social media campaign using DDA’s to promote its new product. Using data analytics tools, how would you measure the campaign's effectiveness and provide insights for future campaign optimization? | **10 Marks** | **Application** | **CO2** |
| **4** | An online education platform wants to segment its target audience based on their behavior and demographics. Using data-driven marketing techniques, how would you segment the audience and create targeted marketing campaigns for use in social media? | **10 Marks** | **Application** | **CO2** |
| **5** | The traditional 4 P's of marketing (Product, Price, Place, and Promotion) were coined in the 1960s. With the advent of digital technologies, the marketing landscape has undergone significant changes.  Your task is to redefine the 4 P's of marketing in the context of a digitalized world. Choose a specific industry or company (e.g., e-commerce, social media, or a digital banking platform) and explain how each of the 4 P's would need to be redefined to remain relevant in today's digital landscape. | **10 Marks** | **Application** | **CO3** |
| **6** | Inder Inc., a leading manufacturer of outdoor gear, is looking to expand its product portfolio and increase market share. The company's current product line includes sleeping bags, backpacks, and tents.  Using Ansoff's Matrix, recommend a growth strategy for Inder Inc. that addresses the following market trends:  - Increasing demand for sustainable and eco-friendly products  - Growing popularity of outdoor activities among younger generations  - Rising competition from online retailers and direct-to-consumer brands | **10 Marks** | **Application** | **CO4** |

**Part B**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Answer the Questions. Each question carries 20 marks 2Q x 20 = 40 Marks** | | | | | |
| **7.** |  | Analyze the New Product Development process of a company, focusing on the stages involved, the key activities performed, and the critical success factors. Use a real-life example of a successful new product launch, such as Apple's Macbook or Tesla's Model S, to illustrate your analysis. | **20 Marks** | **Analysis** | **CO3** |
|  | | | | | |
| **8.** |  | Analyze the competitive structure of the mobile phone service provider industry using Porter's Five Forces Model. How do the five forces impact the profitability and competitiveness of major industry players? | **20 Marks** | **Analysis** | **CO4** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***