PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF MANAGEMENT

TEST 1

Winter Semester: 2021 - 22

Course Code: MGI 247

Course Name: Digital Marketing Strategy

Program & Sem: BBA -Digital Marketing & IV sem

Date: 26th April 2022

Time: 03.00 PM to 04.00 PM

Max Marks: 30

Weightage: 15 %

Instructions:

(i) *Read the all questions carefully and answer accordingly.*

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries ONE mark.   (10Qx 1M= 10M)

1. Identify the term help to create virtual business in Metaverse.   (C.O.No.1) [KNOWLEDGE]

   a. Customers   b. Digital technologies   c. Employees d. Infrastructure

2. Define the digitalization and digitization with a suitable example.   (C.O.No.1) [KNOWLEDGE]

3. Recognize the option for external drivers of digital strategies for Bharat Craft co _____

   a. Leadership   b. Growth   c. Government   d. Globalize   (C.O.No.1) [KNOWLEDGE]

4. Label the term _____ the process of implementing multiple digital technologies

   a. Digital unaware   b. Digital starter   c. Digital expert   d. Digital proficient

   (C.O.No.1) [KNOWLEDGE]

5. List the drivers of digital transformation of Flipkart e-retailing.   (C.O.No.1) [KNOWLEDGE]

6. Define digital marketing strategy with a suitable example.   (C.O.No.2) [KNOWLEDGE]

7. Label the term_____ that used to develop architecting solutions for addressing business

   problems   (C.O.No.2) [KNOWLEDGE]

   a. Composite technologies b. Digital security c. Data management d. Computation

8. Identify the word which is not a composite technology.   (C.O.No.2) [KNOWLEDGE]

   a. Artificial Intelligence.   b. IoT   c. Blockchain   d. Digital analytics

9. List the elements of composite technologies of IBM Global ltd   (C.O.No.2) [KNOWLEDGE]

10. Match the following of the elements of composite technologies   (C.O.No.2) [KNOWLEDGE]

   a. Computation   1. Digital end points

   b. Instrumentation   2. Extensive connectivity

   c. Communication   3. Information processing

Part B [Thought Provoking Questions]

Answer both the Questions. Each question carries FIVE marks.   **(2Qx5M=10M)**

11. Kia, an automotive manufacturer, launched a campaign to establish itself in the Indian car market and promote its new model, Sonet. Discuss the types of business transformation of recently used by the Kia motors.   (C.O.No.1) [COMPREHENSION]

12. Lenovo, the world's second-largest PC manufacturer to develop a digital programme in India, Indonesia and Russia for younger consumers. In this context, explain the drivers of digital transformation helps Lenovo company to achieve competitive advantage.
                                (C.O.No.1) [COMPREHENSION]

Part C [Problem Solving Questions]

Answer the Question. The question carries TEN marks.   **(10Qx1M=10M)**

13. Burger King is legendary when it comes to establishing their digital footprints in the space of digital marketing. Their digital campaign in the US made a pure genius marketing strategy. Further, marketing strategy that is weaved with voice-enabled devices. This digital campaign stressed on featuring the catchphrase of googles voice-activated tools, "Ok, Google, what is the Whopper burger?". And as a result, any home device that is nearer and able to hear the prompt would enable itself and read up the famous whopper burger by Burger King. In this context, interpret your answer by creating marketing strategy framework helps to whopper burger campaign became a viral success.   (C.O.No. 2) [APPLICATION]

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SCHOOL OF MANAGEMENT

Winter Semester: 2021 - 22

Course Code: MGI 247

Course Name: Digital Marketing Strategy

Program & Sem: BBA -Digital Marketing & IV

TEST 2

Date: 01.JUNE.2022

Time: 03:00PM– 04:00PM

Max Marks: 30

Weightage: 15

Instructions:

(i)   Read the all questions carefully and answer accordingly.

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries ONE marks.   (10Qx 1M= 10M)

1. Identify the term used in technology elements able to understand and address the specific business requirement _____   (C.O.No.2) [KNOWLEDGE]

   a. Digital strategy   b. Digital transformation   c. Composite technologies d. Digital twin

2. Define the Internet of things (IoT) in your words with a suitable example and mention the building blocks of IoT.   (C.O.No.2) [KNOWLEDGE]

3. Recognize the term _____ is the process that every aspect of learning or any other feature of intelligence principle be so precisely described that a machine can be made to simulate it

   a. Quantum computing b. Artificial Intelligence c. IoT d. Blockchain (C.O.No.2) [KNOWLEDGE]

4. Label the word _____ is a centralized, encrypted ledger technology with an inbuilt security mechanism that makes the data stored in the system

   a. IoT   b. Algorithms   c. NLP   d. Blockchain.   (C.O.No.2) [KNOWLEDGE]

5. Match the following composite technologies   (C.O.No.2) [KNOWLEDGE]

   a. IoT   1. Digital ledger

   b. AI   2. Computational

   c. Blockchain   3. Simulation

6. Define the social network analysis of Twitter   (C.O.No.3) [KNOWLEDGE]

7. Label the term_____ in which the vertices represent people or groups of people, and the edges represent some form of social interaction between them, such as friendship.

(C.O.No.3) [KNOWLEDGE]

a. Social networks b. Information networks c. Technological networks d. All the above

8. Identify the word which is not a social network   (C.O.No.3) [KNOWLEDGE]

   a. Relationship   b. Nodes   c. Knowledge   d. Graph

9. List the types of social networks in supply chain that can be modeled into a network supplier in inventory management of Ikea furniture   (C.O.No.3) [KNOWLEDGE]

10. Match the following of the Social network analysis   (C.O.No.3) [KNOWLEDGE]

   a. Nodes   1. Network link

   b. Density   2. Graphs

   c. Centrality   3. Edges

Part B [Thought Provoking Questions]

Answer all the Questions. Each question carries FIVE marks.   **(2Qx5M=10M)**

11. TCS implemented IoT in agriculture. Further, the farmers want to increase the quality of yield at a reduced cost while also having an insight into the irrigation, weather, and crop-related pests and diseases by using smart technologies. Discuss the framework of IoT architecture designed by the TCS to do smart farming to help the farmers.   (C.O.No.3) [COMPREHENSION]

12. Microsoft often strives to identify critical resources and understand their contribution to the organization flow, collaboration, participation, and information flow. By using the social network analysis able to optimize the talent connections, productivity, and utilization. In this context, explain the importance of social network analysis which accelerates the growth of a company.

(C.O.No.3) [COMPREHENSION]

Part C [Problem Solving Questions]

Answer the Question. The question carries TEN marks.   **(10Qx1M=10M)**

13. Deloitte was approached by a major retailer to provide the solution. Its range consisted of over 30,000 products, and the commodity codes provided by suppliers had to be checked manually for around 600 new products every month. In addition, the information had to be entered relating to the VAT rate and any local levies, such as the battery tax that applies in Belgium for products containing batteries. It was not unusual for something to go wrong when it came to this labelling. The retailer asked Deloitte for assistance in checking the information entered by human staff members. Deloitte introduced SONAR as an AI software to check the information entered by the people quickly. In this context, prepare an AI framework and discuss how AI helps retailers to do their job quickly.

(C.O.No. 2) [APPLICATION]

PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF MANAGEMENT

END TERM EXAMINATION

Winter Semester: 2021 - 22

Course Code: MGI 247

Course Name: Digital Marketing Strategy

Program & Sem: BBA (DM) – IV Sem

Date: 1ˢᵗ July 2022

Time: 01:00 PM to 04:00 PM

Max Marks: 100

Weightage:50%

Instructions:

(ii) Read the all questions carefully and answer accordingly.

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries Three marks.   **(10Qx3M= 30M)**

1. The metaverse will be an immersive version of the internet with interactive features utilising various technologies such as virtual reality (VR), augmented reality (AR), 3D graphics, 5G, hologram, NFT, blockchain, haptic sensors, and artificial intelligence was used. In this scenario, Identify the term ____help to create virtual business in Metaverse to enhance ___ experience and _____.   (C.O.No.1) [KNOWLEDGE]
    a. Social media b. Digital technologies c. Optimize productivity d. Digital communication

2. Netflix, like the video rental company Blockbuster, used a pay-per-rental model that included DVD sales and rent-by-mail services. However, with rising digitalization, Netflix anticipated a shift in customer demand and provided online entertainment, effectively eliminating Blockbuster – and the movie rental industry – entirely. Define the digital transformation in Netflix to reach maximum people.   (C.O.No.1) [KNOWLEDGE]

3. No discussion of digital transformation is complete without mentioning Elon Musk's unconventional ideas. Tesla was a huge manifestation of digital transformation because its main goal was to prove that electric cars are superior to gasoline counterparts in both appearance and performance. In this context. List the attribute of digital vs traditional marketing helps Tesla to achieve success.   (C.O.No.2) [KNOWLEDGE]

4. Match the following of the of the elements of composite technologies

                    (C.O.No.2) [KNOWLEDGE]

a. Computation	1. Digital end points
b. Instrumentation	2. Extensive connectivity
c. Communication	3. Information processing

5. Match the following of the social network analysis   (C.O.No.3) [KNOWLEDGE]

a. Nodes	1. Network link
b. Density	2. Graphs
c. Centrality	3. Edges

6. When a subsidiary of Cigna Corp. planned to eliminate geographic barriers and establish a more global corporation, its administrators hoped to involve influential employees informally to assist with change management. But first, they had to determine which employees were the most interconnected and who did the most to establish ties across places. Therefore, leaders performed a social network study. Subsequently list the structural properties of SNA of Cigna Corp.   (C.O.No.3) [KNOWLEDGE]

7. Recognize the statement is it true or false that   (C.O.No.4) [KNOWLEDGE]
    a. "Fake accounts in social media suggests that having high centrality due to fake accounts can fool the algorithm".
    b. "Clustering coefficient in Instagram account measures how nodes cluster together".
    c. "Constraint measures the extent to which node's connections are also connected among themselves ".

8. Identify the word which betweenness centrality, where one assesses access to structural holes referred as _____. More structural holes have fewer _____.This can be applied in both _____ and undirected networks.   (C.O.No.4) [KNOWLEDGE]

    a. Burt's Constraint b. Social networks c. Constraints d. Directed

9. Define the local clustering coefficient with a suitable illustration.   (C.O.No.5) [KNOWLEDGE]
10. People's health behaviours and outcomes can be significantly influenced by their social networks. Social network analysis is a framework for the study of social interactions and the structure of these relationships among social actors. It is founded on graph theory. List the benefits of social networks in the various sectors.

(C.O.No.5) [KNOWLEDGE

Part B [Thought Provoking Questions]

Answer all the Questions. Each question carries Eight marks.   (5Qx8M=40M)

11. Kia, an automaker, has launched a campaign to establish itself in the Indian car market and promote its new Sonet model. Discuss the different types of business transformations that Kia Motors has recently used.   (C.O.No.1) [COMPREHENSION]

12. Estée Lauder, a cosmetics firm, boosted shop traffic in India by launching a geo-targeted campaign encouraging customers to visit stores to find their perfect foundation match. In addition, rather than selling the foundation online, the company launched a geo-location-based blockchain marketing. Discuss how a location-based structure of blockchain building blocks might help to boost foundation product sales.   (C.O.No.2) [COMPREHENSION]

13. Microsoft frequently strives to identify critical resources and comprehend their impact on organisational flow, collaboration, participation, and information flow. Using social network analysis, it is possible to optimise talent connections, productivity, and utilisation. Explain the significance of social network analysis in accelerating a company's growth in this context.
(C.O.No.3) [COMPREHENSION]

14. Walmart is creating a command center for social network research in order to make better use of data. Walmart is also building a social analytics and advocacy platform from the ground up. Walmart employs data analytics to detect trends in public affairs and competitive

intelligence. Discuss the types of social network analysis which impacts the Walmart success.
.   (C.O.No.4) [COMPREHENSION]

15. By accumulating social capital on social networking sites (SNSs) like Facebook, marketers can gain useful data for designing communication and branding strategies using social network analysis. In the similar vein, discuss the applications of social network analysis.
                                                                                           (C.O.No.5) [COMPREHENSION]

Part C [Problem Solving Questions]

Answer both the Questions. Each question carries Fifteen marks.   (2Qx15M=30M)

16. When it comes to developing digital footprints in the realm of digital marketing, Burger King is legendary. Their digital effort in the United States represented a brilliant marketing technique. In addition, a marketing plan that integrates voice-enabled gadgets. This digital ad emphasised using the slogan of Google's voice-activated tools: "Okay, Google, what is a Whopper?" As a result, any home gadget that is closer and capable of hearing the prompt would enable itself and read the Burger King whopper burger.
                                                                                           (C.O.No. 1) [APPLICATION]

    a. In this light, interpret your response with marketing strategy framework that contributed to the viral success of the whopper burger campaign.
    b. Relate your comments that how could digital marketing strategy helps Burger king to bring more customization.

17. A major retailer approached Deloitte to provide a solution. Its product line included over 30,000 items, and the commodity codes provided by suppliers had to be manually checked for approximately 600 new products each month. In addition, the VAT rate and   any local levies, such as the battery tax that applies in Belgium to products containing batteries, had to be entered. When it came to labelling, it was not uncommon for something to go wrong. The retailer requested Deloitte's assistance in verifying the information entered by human employees. Deloitte introduced SONAR as an AI software to quickly check the information entered by people.   (C.O.No. 3) [APPLICATION]

    a. Prepare an AI framework in this context and discuss how AI helps retailers do their jobs more quickly.
    b. Relate your comments on how automation helps the firms to achieve competitive advantage.