PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF COMMERCE/MANAGEMENT

MID TERM EXAMINATION

Winter Semester: 2021-22   **Date**: 13/ May/2022

Course Code: BBA 3059   **Time**: 10:00AM- 11:30PM

Course Name: Introduction to Digital Marketing   **Max Marks**: 50

Program & Sem: BBA & II   **Weightage**: 25 %

Instructions:
 (i)   Read the question carefully and answer all the questions

Part A [Memory Recall Questions]

Answer all the Questions. Each Question carries ONE marks.   (10Qx1M=10M)

1. Ford's T model car is a classical example for   [CO2][Knowledge]

   A. Sales Era   B. Production Era
   C. Marketing Era   D. Product Era

2. Suresh clicked ad pop up by mistake and he landed up in a page where he has to share his information, So he closed that particular page. This is related with

                                                          [CO2] [Comprehension]

   A. Bounce rate   B. Exit rate
   C. Both   D. None of the above

3. Arrange the order of Digital Marketing strategy   [CO1][Knowledge]

   1. Marketing objectives to KPI
   2. Develop Strategic plan
   3. Understand Customers and Market
   4. Implement Plan
   5. Evaluate

   A. 1,3,2,4,5   B. 1,2,3,4,5
   C. 3,1,2,4,5   D. 1,2,3,5,4

4. Arrange the order of User Journey   [CO1][Knowledge]

   1. Interest
   2. Action
   3. Awareness
   4. Desire

   A. 3, 1, 2, 4   B. 3, 1, 4, 2
   C. 1, 3, 4, 2   D. 1, 3, 2, 4

5. Which among this is a paid form of Marketing analytics Platform   [CO2] [Knowledge]

   A. On Page SEO   B. Off Page SEO
   C. Local SEO   D. Google Adwords

6. Rajan received 50 promotional emails out of which he clicked only 2 which is very
relevant. The CTR in this case would be   [CO1][Comprehension]

   A. 3   B. 6
   C. 8   D. None of the above

7. ABC B-School in Bangalore was very successful in attracting its prospective customers
to its landing page however its bounce rate is high. They have to focus on strengthening
_____ stage of Digital Marketing funnel   [CO1][Comprehension]

   A. Top of Funnel   B. Middle of Funnel
   C. Bottom of Funnel   D. All of the above

8. What is the order of search process that Google follows when you enter any query in
google search engine for the given   [CO2] [Comprehension]

   A. Crawling, Indexing, ranking   B. Indexing, Crawling, ranking
   C. Ranking , crawling, Indexing   D. Ranking , Indexing, crawling

9. A pensioner who lives a simple life without any fancy needs belongs to   _____
category of Psychographic VALS segmentation   [CO1] [Comprehension]

   A. Believers   B. Strivers
   C. Survivors   D. Makers

10. Dilip chabra offering customer specific car by slightly modifying the existing one is
an example of   [CO2][Comprehension]

   A. Focused marketing   B. Segmentation
   C. Customisation   D. Product specialisation

Part B [Thought Provoking Questions]

Answer all the questions. Each Question carries FIVE marks.   (5Qx5M=25M)

11. Satish is in a dilemma to whether to use traditional marketing or digital marketing to launch his company's new FMCG product. Discuss the Major difference between Traditional Marketing and Digital Marketing which can help Satish to take a call accordingly.   [CO1] [Knowledge]

12. ABC company wanted to promote its own website as a preferred destination for buying mobile online when ever someone searches for mobile in Google. It included certain unethical practices like to including spam links, paid content, Duplicate content etc. What type of search engine optimization that ABC company used and discuss the same.

[CO2] [Comprehension]

13. You have a tight budget of 10,000 and facebook ad charges Rs 50 for every single click. It was found from the past data that whoever visits your website, 2.5% of them buys the product. Calculate the conversion   [CO1] [Comprehension]

14. What is the Cost Per Thousand (CPM) for an advertiser, who he is ready to spend $250 budget and get 5 thousand ad views on the top-ranking online media resource.

[CO1] [Comprehension]

15. The composition of Sun Protection Factor (SPF) for NIVEA is different in different countries. It varies depending on several factors. Highlight and elaborate the type of variables that Nivea uses to segment and target its market.   [CO2] [Comprehension]

Part C [Problem Solving Questions]

Answer the questions .Question carries FIFTEEN mark.   (1Qx15M=15M)

16. As one of the biggest sports brands in the world, Nike was not struggling for exposure or attention. However, the brand was noticing that its traditional, big-budget advertising strategy was seeing fewer returns over time. The biggest market for Nike products consists of young people between the ages of 15 and 25, who spend 20% more with Nike than any other group. But these Generation Y customers weren't paying attention to big, top-down media, and were looking for a brand that offered constant change and innovation, not just the same old thing over and over. Nike realised that it needed a new approach to reach this digital audience.

Understanding that marketing in the digital age is a conversation, not a monologue, Nike dropped its spending on TV and print advertising by 40% between 2010 and 2012 – but increased its overall marketing budget to $2.4 billion in 2012.

Nike chose to use a combination of technological innovations, data analytics and social media engagement to reach this new, digitally savvy audience. Engineers and scientists

associated with prestigious organisations such as MIT and Apple were hired to build exciting new technologies and examine market insights.

One of their biggest accomplishments was the creation of Nike+ in 2010 – a device that lets users track their exercise regimens, upload these to the web, monitor their progress, and share their achievements socially. The product range grew to include the Nike FuelBand. This new community created incredible volumes of data, which Nike used to track behaviours, create online communities and spaces for Nike fans, and build meaningful relationships between the brand and its customers.

The results

Nike's new approach – harnessing data for user insight and creating a diverse, social and engaged digital strategy – has had excellent results.

Nike reaches over 200 million fans every day in an interactive dialogue, rather than having to rely on big sponsored events such as the Super Bowl or World Cup to reach this number. The massive volumes of freely shared user data produce meaningful brand insights, lead to product innovations, and allow the brand to get closer to consumers. In addition to this:

- Nike share prices rose by 120% between 2010 and 2012 – an important consideration, since every business aims to make money, after all.
- Nike+ experienced a 55% growth in membership in 2012, 7 million users have signed up for the service, and the majority of these connect with the brand several times each week to upload and review their exercise data.
- The main Nike Facebook page has over 15 million likes, the Nike Football page has 19.4 million likes, and the Nike Basketball page has over 5 million – posts typically see a high level of interaction and discussion.
- Similarly, on Twitter, the brand is also engaging millions of fans – 1.7 million on the core Nike account, 1.2 million on the brand's US-based Nike.com store account, and 1.4 million on the Nike Football account.

    a. Critically analyze the digital marketing practice of nike

            [CO2][Comprehension]

    b. Explain the relationship between STP and digital marketing strategy adapted by NIKE   [CO2] [Comprehension]

    c. Discuss digital marketing platforms suitable for promoting sports brand

      online.   [CO2] [Comprehension]

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END TERM EXAMINATION

Winter Semester: 2021 - 22   **Date**: 1st July 2022

Course Code: BBA 3059   **Time**: 09:30 AM to 12:30 PM

Course Name: Introduction to Digital Marketing   **Max Marks**: 100

Program & Sem: BBA – II Sem   **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. Choose the correct statement   [CO1] [Knowledge]
  A. Segmentation is for the market   B. Segmentation is for the product
  C. Segmentation follows Targeting   D. Mass Marketing is an obsolete marketing strategy.

2. _____ is related to adding webpage in google search   [CO3] [Knowledge]
  A. Crawling   B. Indexing
  C. Returning Queries   D. Pinging

3. Rajesh in a day receives 20 promotional email to his gmail id out of which he clicks only 4. The click through rate in this case would be   [CO1]   [Knowledge]
  A.   5   B. 10
  C.   20   D. 30

4. Google adwords is closely linked with :   [CO3] [Knowledge]
  A. SEO   B. SEM
  C. Natural search   D. Website optimization

5. Suresh visited the home page of the website and subsequently read article1 in Page 2 and article 2 in page 3, then he closed that page. This is related with
                                        [CO1] [Knowledge]
  A.   Bounce rate   B. Exit Rate
  C.   Both   D. None of the above

6. _____ provides additional information apart from website so that user can access details like location, Contact details, rating in the search page itself without: [CO3] [Comprehension]
  A. Google Analytics   B. Google AdWords
  C. Ad Extensions   D. Search words

7. _____ is the type of key words that blocks the website from appearing in the search engine due to some key words.:   [CO3] [Comprehension]

A. White hat SEO   B. Black hat SEO
C. Gray hat SEO   D. Negative SEO

8. _____Uses a measurement model which is based on events and
parameters.   [CO5] [Understand].
   A.   Universal Analytics
   B.   Google Analytics 2
   C.   Google Analytics 3
   D.   Google Analytics 4

9. What is the path to find Google tracking code in Universal Analytics (UA)
                                                              [CO5] [Understand].
   A.   Admin > Choose the account > Data stream > Gtag
   B.   Account setting > Account management > Code> Gtag
   C.   Admin > Property > Tracking Info > Tracking Code> Gtag
   D.   Account Management > Account Setting > Code > Gtag

10. Arrange the order of User Journey   [CO1] [Knowledge]
    A. Interest   B. Action
    C. Awareness   D. Desire

Part B [Thought Provoking Questions]

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

11. You have a tight budget of 15,000 and Google ad charges Rs 75 for every single click.
It was found from the past data that whoever visits your website, 3% of them buys the
product. Calculate the conversion.   [CO1] [Comprehension]

12. Digiporia, a market research company specializes in running various Google ad
campaign for their client. For one of the clients they created Google ad campaign   to
increase the traffic of their ecommerce website through users key words. They also
specified certain key words related to their competitors so that their competitors website
won't appear while searching. What is the type of key word that they have used explain
the same.   [CO3] [Comprehension]

13. ABC company wanted to promote its own website as a preferred destination for buying
Garments online when ever someone searches for mobile in Google. It followed all ethical
practices recommended by google to improve search . What type of search engine
optimization that ABC company used and discuss the same.

                                                       [CO3] [Comprehension].

14. Rakesh has a face book page to promote his business of online cake delivery. He
did'nt get enough response so he decided to advertise via google adwords. Discuss the
steps, paths in google adwords that Rakesh has to go through in google adwords using
expert mode so that he can generate traffic for his website.

                                                       [CO3] [Comprehension].

15. "E com" has recently launched their E commerce website where they sell Apparels
online. Though many customers visits their website for comparing the price, the

conversion rate is only less than 2%. The company wanted to know what went wrong, so they analysed the performance of their website using Google analytics. They are in a confusing whether to use GA4 or UA for analysing the report. Discuss the difference between GA4 and UA in Google Analytics and suggest which is better for the company?

[CO5] [Understanding]

Part C [Problem Solving Questions]

Answer all the Questions. Each question carries FIFTEEN marks.   (2Qx15M=30M)

16. Paper boat is a known company that deals in the drinks which you commonly prepare at home like aam panna, golgappe ka pani, jamun kala khatta and kokum. The purpose of these drinks was to take you back in those memories and float a boat this monsoon. The company carried out its digital marketing campaign very well. The title of the campaign was # FloatABoat the digital campaign asked people to make boat and share it on social media by using the hash tag along with the title of the campaign. Paper boat also reviled that if anyone will share this on any social media the brand will donate Rs. 20 for children education.

One successful digital media campaign was by Pizza Hut, which created an app that allowed customers to create their own pizza by dragging their chosen toppings onto a graphical pizza base. The iPhone would then determine which of the chain's thousands of locations the customer happened to be nearest. The company advertised the new app online, in print, and on television - even winning a placement in Apple's own iPhone commercial. Within two weeks, the Pizza Hut app was downloaded 100,000 times and within three months iPhone users ordered $1m worth of pizza. The app now has millions of users across the iPhone, iPad, and Android platforms.

A. Do you find this strategy adapted by Paper boat and Pizza Hut to be effective in promoting the product? Explain   [7.5 Marks]   [CO1]   [Comprehension]

B.   Mention about two digital channels and traditional channel of marketing where you could launch this campaign and reasons for choosing these channels [7.5 Marks]   [CO1]   [Comprehension]

17. Given below is the Cohort report of Google analytics for a company which ran a digital marketing campaign to install their- App "Khel kood" so that sports lovers can connect with other sports lovers so that they can communicate and meet in a common place to play their favourite games/sports. As this type of app is first of its kind they wanted to analyse the cons

Acquisition Date	Users	Day 0	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10
Jan 25	1,098	100%	33.9%	23.5%	18.7%	15.9%	16.3%	14.2%	14.5%	13.3%	13.0%	12.1%
Jan 26	1,358	100%	31.1%	18.6%	14.3%	16.0%	14.9%	13.2%	12.9%	14.5%	11.3%	
Jan 27	1,257	100%	27.2%	19.6%	14.5%	12.9%	13.4%	13.0%	10.8%	11.4%		
Jan 28	1,587	100%	26.6%	17.9%	14.6%	14.8%	14.9%	13.7%	11.9%			
Jan 29	1,758	100%	26.2%	20.4%	16.9%	14.3%	12.7%	12.5%				
Jan 30	1,624	100%	26.4%	18.1%	13.7%	15.4%	11.8%					
Jan 31	1,541	100%	23.9%	19.6%	15.0%	14.8%						
Feb 01	868	100%	24.7%	16.9%	15.8%							
Feb 02	1,143	100%	25.8%	18.5%								
Feb 03	1,253	100%	24.1%									
All Users	13,487	100%	27.0%	19.2%	15.4%	14.9%	14.0%	13.3%	12.5%	13.1%	12.2%	12.1%

A. Discuss out the retention of the users over product life time and user life time ?

[10 Marks] [CO5]   [Comprehension]

B. How do you improve customer retention using the above cohort data ?

[5 Marks] [CO5]   [Comprehension]