

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF INFORMATION SCIENCE
END TERM EXAMINATION - JAN 2023**

Semester : Semester V - 2020

Course Code : MBA2019

Course Name : Sem V - MBA2019 - Digital Marketing

Program : BCA/BCV/BCG/BSc-Data Science

Date : 05-JAN-2023

Time : 09:30AM - 12:30PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.

PART A

ANSWER ALL THE FOLLOWING QUESTIONS

10 X 2 = 20M

1. State the difference between marketing and digital marketing.
(CO1) [Knowledge]
2. Define SEM with examples.
(CO1) [Knowledge]
3. Define search engine marketing.
(CO1) [Knowledge]
4. State the types of DDA.
(CO1) [Knowledge]
5. State few DDA terminologies which are useful to measure the effectiveness of DDA Campaign.
(CO1) [Knowledge]
6. Define influencer marketing.
(CO1) [Knowledge]
7. Explain the important elements in drafting email for email marketing.
(CO1) [Knowledge]
8. State types of email marketing.
(CO1) [Knowledge]
9. State various channels of Social Media Marketing. Explain how these channels are different than others, Explain with two examples.
(CO1) [Knowledge]
10. Define the social media communities.
(CO1) [Knowledge]

PART B

ANSWER ALL THE FOLLOWING QUESTIONS

5 X 10 = 50M

11. It is important to understand marketing environment digitally in order to improve the outcome. Hence, marketers should frame a marketing strategy for the growth of a digital business. You have been appointed as a digital marketing manager and your job is to design a marketing strategy to improve and grow the digital business. In this context, explain marketing strategy and explore a framework for digital marketing.
- (CO2) [Comprehension]
12. There are various digital display advertisement terminologies are useful in measuring the success of the marketing activities. Explain each of them with respect to its importance in spending marketing budget.
- (CO2) [Comprehension]
13. There are three important benefits for mobile marketing which are personalization, anytime tracking and locationalization. Considering this statement, explain which mobile technologies are useful for targeting customers. Give examples wherever needed.
- (CO3) [Comprehension]
14. Many companies venturing into beauty products business due to growing demand from indian consumers. Is an omnichannel strategy viable for beauty product companies in India? Explain why or why not? Also explain how can beauty product companies attribute the role of online channels in store-level sales?
- (CO4) [Comprehension]
15. Omnichannel marketing- refers to the multichannel sales approach that provides the customer with an integrated shopping experience. This includes a seamless experience when shopping from a desktop or mobile device, via phone, or in a brick-and-mortar store.
- Explain how is omnichannel marketing different from other forms of mobile marketing with respect to consumer journey from awareness to advocacy?
- (CO5) [Comprehension]

PART C

ANSWER ALL THE FOLLOWING QUESTIONS

2 X 15 = 30M

16. L'OREAL AND BEAUTY BRICK-AND-MORTAR

Many consumers are comfortable with online shopping. However, Beauty products and fragrances have been generally favored by consumers for in-person shopping. As a result, at the beginning of the pandemic, many brick-and-mortar stores saw a deep decrease in sales in these two categories. For example, some companies like Macy's, Nordstrom, and Ulta were only able to get a quarter or sometimes much less of their sales to come from online shopping.

However, as everything in online shopping and e-commerce saw an expansion during the pandemic, so did the beauty industry. For example, Ulta, the beauty store, saw a 200% increase in its online shopping during 2020. That expansion continued even when the store reopened after the pandemic, online shopping at its web-based stores continued to increase by about 90%.

The increase of online shopping for beauty products has created a dilemma for beauty retailers. Do they push hard for online shopping and risk lowering the hesitation of restocking beauty supplies through e-commerce and thus rendering some or all their stores obsolete? The same question has been asked by the apparel industry as well.

To continue offering services through the brick-and-mortar stores some beauty supplies stores like Ulta and Sephora have opted to set up a store inside another department store. Ulta will set up shop inside Target while Sephora will set up shop inside Kohl's. This has two advantages. One, it keeps the customers coming to their store and it is much cheaper than setting their own stand-alone shops. This also includes another component as the two department stores will now include an online component on their websites as well.

Other companies like L'Oréal have also followed the trend of e-commerce expansion by offering its customers services that mimic the services they get in the brick-and-mortar. The beauty company started offering new online beauty tutorials and created a way for beauty advisors to apply makeup virtually to consumers and thus giving them that same feeling when they shopped in stores. The company invested heavily in an augmented reality technology that allowed consumers to use their teleconsultations via a mobile app and virtually apply makeup to a customer's face in real-time. This effort had a great return for L'Oréal as it saw the virtual try-on usage by consumers multiply many folds reaching 1 billion user visits during the pandemic. This helped the rate from visitors to buyers to increase by multiples as well. They also reached out to social media influencers, beauty advisors, and experts to host live-streaming tutorials. They hosted over 1000 live-streaming sessions in five weeks over the summer of 2020 and attracted viewers from countries around the world. The sale was \$23.8 billion during that period.

The beauty industry has been hit hard during the pandemic and sales were down by 23% in the first half of 2020. However, online sales have also been seeing a steady increase with double-digit growth in the US for example. Reaching to social media influencers, virtual tutorials, augmented reality, setting up virtual hair colors, and makeup that gamers can "wear" while gaming has also helped the industry increase its share of the e-commerce market. Amazon is also getting into the beauty industry as they announced a deal with Lady Gaga's beauty product line.

Q.a) Analyse what is the dilemma that beauty product companies face in the context of online sales?

Q.b) Explain how L'oreal has taken opportunity during COVID-19 to start e-commerce business?
Is this a correct step?

Q.c) Analyse the situation in what ways can the risks that beauty product firms face in entering online channels be reduced?

(CO3) [Application]

17. FACEBOOK CLOUD GAMING PLATFORM

Gaming platforms have transformed from a few people playing a game, to platforms used for virtual concerts, messaging, weddings, birthdays, dating, gambling, and of course gaming.

Sony's cloud-gaming service PlayStation has 2.2 million paid subscribers as of April 2020. Google, Microsoft, and Amazon have all launched their own subscription-based cloud-gaming services. These services cost users between \$5 to \$15 a month. Some platforms have new games and others offer a combination of old and new games.

The gaming industry has moved from developing and selling individual games, to setting up platforms based on subscriptions where users will have access to multiple games along with the ability to play with players anywhere in the world.

Facebook has become the latest tech giant to enter the cloud-video gaming industry. Their platform will resemble Netflix-like streaming of games to its millions of users at no cost to players. The gaming will be multi-player and more complex gaming. Facebook is setting itself apart from other tech-giant industries that offer cloud-gaming by offering this platform for free for players while most of its competitors are offering it for subscribers.

Gaming will emerge as the next dominant technology platform to offer services that were formerly only accessible in real life. These gaming platforms will have an effect on the gaming industry similar to the effect search engines, mobile phones, and social networks did for users and industries in the last few decades.

Tech companies are looking for financial dominance and ways to attract more users to their spaces. Increasingly, competition is taking place in the cloud as more players prefer not to download games to their devices.

Facebook is slowly entering the cloud-gaming industry to gain more users. Facebook is attempting to offer more services to its millions of users to boost time spent on the platform. They operate on advertising to generate revenue, and more time on the platform equals more money. To encourage users, Facebook cloud based gaming is free, with no downloads and no equipment purchase.

Since COVID-19 forced many of us to stay home, some have turned to gaming and cloud gaming as entertainment. About 22% of people who are now part of the gaming community bought their first gaming gear during the virus outbreak. It is expected that between 2021 and 2024 U.S. Consumers and businesses will spend \$19.8 billion on virtual and augmented reality products.

Q.a) Analyse Facebook's Business Model as far as cloud gaming platform is concerned.

Q.b) Analyse the information given in the case and explain which are the stakeholders in the Facebook Gaming Platform.

(CO5) [Application]
