

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JUN 2023**

Semester : Semester IV - 2021

Course Code : BBA3060

Course Name : Sem IV - BBA3060 - Digital Marketing Strategy

Program : BBD

Date : 16-JUN-2023

Time : 1.00PM - 4.00PM

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.*
- (iv) Do not write any information on the question paper other than Roll Number.*

PART A

ANSWER ALL THE QUESTIONS

(10 X 2 = 20M)

1. Explain the role of metaverse in marketing?
(CO4) [Knowledge]
2. What are the key components of a social network?
(CO3) [Knowledge]
3. Summarize the functionality of Chatbot with an example.
(CO4) [Knowledge]
4. Define Social Network Analysis (SNA) in two sentences.
(CO3) [Knowledge]
5. Explain the ways in which change agents can add value to digital marketing strategies.
(CO4) [Knowledge]
6. Mention Key Components of Digital Strategies with example.
(CO1) [Comprehension]
7. Illustrate the local clustering coefficient with a suitable illustration.
(CO1) [Comprehension]
8. Social network analysis (SNA) can be used by Citibank to detect fraud. Fraud is frequently orchestrated by loosely connected groups of people. Citibank will be able to identify consumers who may have ties to individuals or organisations on their criminal watchlist (network) and take preventive steps for network mapping. Further list the structural properties of SNA of Citibank.
(CO3) [Comprehension]

9. Write different types of Machine Learning Techniques.

(CO2) [Comprehension]

10. The impact of social networks on individuals' health behaviors and outcomes is substantial. Social network analysis, based on graph theory, provides a framework to study the dynamics of social interactions and the underlying structure of relationships among individuals. Enumerate the advantages of social networks across different sectors, highlighting how they contribute to positive outcomes and advancements in various fields.

(CO4) [Comprehension]

PART B

ANSWER ALL THE QUESTIONS

(4 X 10 = 40M)

11. Elucidate the concept of the metaverse in the context of marketing, and discuss major points to keep in mind for businesses and Digital Marketers.

(CO4) [Comprehension]

12. In India, Amazon Alexa, a virtual assistant AI technology, demonstrated how Alexa may be utilised in the classroom to aid teaching. Discuss why Alexa decided to start their digital transformation with online education.

(CO4) [Comprehension]

13. 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.

(CO3) [Comprehension]

14. The concept of project network in Microsoft is grounded in a team recognition, customer service and operational improvement. State the advantages of social networks in the firms.

(CO3) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(2 X 20 = 40M)

15. A company wants to improve their content marketing efforts and increase their website traffic. They are considering using content marketing tools to identify popular topics and keywords. generalise content marketing tools that would you recommend, and how can they help the company to achieve organization goals through digital marketing?

(CO4) [Application]

16. Amazon created a CRM approach that considers every possible encounter the organisation has with its customers through the Amazon website. Customer service interactions are also employed in data mining for targeted marketing mailings. Amazon has succeeded to develop one of the most customer-friendly experiences in the e-commerce arena with the best results by focusing on CRM. Amazon is expected to generate \$386 billion in revenue in 2023 to achieve leading e retail giant in the globe.

- Prepare a digital strategy framework for Amazon in this context, leveraging customer data for digital sales acceleration, customisation, and improved CRM.
- Relate your comments that how could digital marketing strategy helps Amazon to bring more customization.

(CO3) [Comprehension]