



**PRESIDENCY UNIVERSITY,
BENGALURU**

SCHOOL OF MANAGEMENT

MID TERM EXAMINATION

Odd Semester: 2018-19

Date: 25 October 2018

Course Code: MKT 306

Time: 2 Hours

Course Name: Digital & Social Media Marketing

Max Marks: 40

Branch & Sem: MBA III Sem

Weightage: 20%

Instructions:

- (i) *Avoid false numbering*
- (ii) *Elucidate your answers with suitable illustrations where needed in bullet points only*
- (iii) *Be specific and precise in your answer*

Part A

Answer **all** the Questions. **Each** question carries **two** marks.

(6x2=12)

1. State four Benefits of Digital Marketing.
2. What is SEO? State two Impact factors of Web Performance.
3. What is Page Ranking? Mention four factors of Page Ranking.
4. Name four goals of Campaign Management.
5. Mention four types of Ad Copy?
6. List out the key stakeholders in Digital Display Ad

Part B

Answer **all** the Questions. **Each** question carries **four** marks.

(3x4=12)

7. Explain the 5P Customer Search Insight Model
8. What is Remarketing? State the options available in Ad Word Remarketing
9. Elucidate on focused Digital Display Ad types with relevant banner size

Part C

Answer **all** the Questions. **Each** question carries **eight** marks.

(2x8=16)

10. Fusion111.com is an online job search engine organization based in UK. Fusion111 decides to offer its service in India, looking at the large customer base. Company prefers digital marketing technique of PPC to promote their business. Suppose you are appointed as digital marketing consultant to Fusion111, you are asked to knowledge the marketing team of the company to cost per click process. As said discuss the steps in detail?

11. Calculate the following Costs:

- a) Socialorange.com conducted a Ad campaign of 180×150 banner size to its client Trident Hyundai Bangalore and the Cost per 1000 impression is Rs.25 and the impressions to be served is 600000, what will be the actual cost to the advertiser?
(2 marks)
- b) Linkart.com did an Ad campaign having 728×90 banner size having served 20000 impressions and has generated 200 clicks, calculate the CTR of that Ad? (1 mark)
- c) Washbay.com is ready to spend Rs.20000 for Display Ad campaign having 160×600 size banner with number of clicks the Ad generated is 200, so what will be the Cost per Click? (1 mark)
- d) If Zync's PPC is worth Rs.10, number of Impressions is 20000, CTR is 6% and CR is 3%. Calculate the CPA to an advertiser? (2 marks)
- e) Vandoor.com spends Rs.10,000 and media buy at Rs.10 CPM, to serve 500000 impressions and CTR on the ad is 0.1% with Landing Page Conversion Rate = 10%, calculate the number of leads and CPL? (2 marks)



Roll No.

**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

END TERM FINAL EXAMINATION

Odd Semester: 2018-19

Course Code: MKT 306

Course Name: Digital & Social Media Marketing

Programme & Sem: MBA & III Sem

Date: 28 December 2018

Time: 3 Hours

Max Marks: 80

Weightage: 40%

Instructions:

(i) **Answer all the questions.**

Part A

Answer **all** the Questions. **Each** question carries **four** marks.

(5Qx4M=20)

1. Define 'Instant Inbox Gratification' and list out its categories.
2. What are the Classifications of Social Media Tools?
3. List the products and services in Mobile Marketing.
4. What is the expansion of SMS in Text Messaging and what is the limit of characters?
5. List out the importance of Web Analytics?

Part B

Answer **all** the Questions. **Each** question carries **ten** marks.

(3Qx10M=30)

6. According to the Reading "The Role of Digital Marketing & Social Media in the Phenomenal Success of Chennai Express".
 - a) Give the factors which contributed to the decision of using Social Media as the focus of their Marketing Strategy: (5 Marks)
 - b) What was the unique permission-based SMS marketing initiative in the campaign of Chennai Express? (5 Marks)
7. According to the Reading "DOVE: Using Social Media for Social Viral Campaign".
 - a) What are the Merits of using a Social Media? (5 Marks)
 - b) Draft the diagram of Social Media Platforms pictured by the author. (5 Marks)
8. **Situation:** Spotify Leveraged Twitter Marketing to Achieve 160% Growth in Daily App Downloads: Spotify wanted to hit the right note online and what better platform than Twitter could have helped to leverage high traffic. The prime objective of this sensational free music service provider is to get 'a mobile foothold'. This implies that Spotify wanted

to target Indian music lovers over the age of 18 years and drive their focus towards downloading the Spotify music on iOS and Android mobile apps to have a larger and widespread mobile presence. Besides this, there was another objective of the company to accomplish, which was to increase their presence on other trending social media channels by understanding the background knowledge.

- a) To this effect, you are asked to educate the digital marketing team of Spotify who handles the social media platforms on the six approaches to social media marketing? (6 Marks)
- b) Discuss in detail on any four social media marketing channels that supports the company's presence and promotion online. (4 Marks)

Part C

Answer **both** the Questions. **Each** question carries **fifteen** marks. (2Qx15M=30)

9. **Situation:** Say you're operating a travel business, where time is always of the essence. Customers make plans months in advance, and they rarely check in to see if anything has changed. So, when the inevitable change does happen, you need to have an effective way to reach your customer in the fastest possible way. SMS is the best tool to communicate in urgent and time-sensitive information to your travelling customers. Communicate regarding: Delays or cancellations, Reservation upgrade opportunities and Security alerts. With SMS, customers are much more likely to get informed on time and take the necessary steps. Here how would you plan your SMS Marketing strategy for this situation?

- a) Illustrate the steps involved in SMS Campaign development Process? (5 Marks)
- b) Outline the significant opportunities and challenges of SMS Marketing. (10 Marks)

10. **Situation:** Koovs.com is one of the known online fashion retailers in India after Myntra.com. Despite seeing the sales volume of sessions coming through the company's website, purchases have decreased significantly over last quarter.

You are appointed as website manager of Koovs.com and your job is to forecast on increasing the visitors to the website and impact on sales for the next quarter.

- a) As a website manager of Koovs.com, what are the steps you must undergo in designing the process of web analytics, draft with a diagram? (10 Marks)
- b) Discuss in detail on the below web analytical tools with its identity followings:
- Google Analytics (2 ½ Marks)
 - Kissmetrics (2 ½ Marks)