



Roll No

**PRESIDENCY UNIVERSITY
BENGALURU**

SET-B

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION – MAY/JUNE 2024**

Semester : Semester IV - 2022

Course Code : BBA3060

Course Name : Digital Marketing Strategy

Program : BBA

Date : June 12, 2024

Time : 9:30 AM - 12:30 PM

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 ANY 5 QUESTIONS

5 X 2 = 10

1. Name two metrics to track the ROI of digital marketing channels.
(CO3) [Knowledge]
2. Define digital plan, and recognise its importance for businesses operating in the digital age.
(CO3) [Knowledge]
3. Outline the difference between Facebook and Instagram based on the target audience.
(CO4) [Knowledge]
4. Define Interactive advertisement.
(CO4) [Knowledge]
5. Identify Frequency Capping with an example.
(CO4) [Knowledge]
6. Recognise 40:20:20 rule.
(CO4) [Knowledge]
7. Describe the role of digital analytics in informing data-based decisions for optimizing marketing strategies and campaigns.
(CO5) [Knowledge]

PART - B

ANSWER ANY 5 QUESTIONS

5 X 10 = 50

8. Explain the role of data-driven decision-making in social media campaign planning, including the use of analytics tools to track key performance metrics, interpret audience insights, optimize ad targeting, and refine content strategies for continuous improvement and maximum return on investment (ROI).
(CO3) [Comprehension]
9. Explain the significance of "Processes" in optimizing digital marketing performance, highlighting how streamlining tasks, eliminating bottlenecks, and adopting agile methodologies improve campaign agility, adaptability, and responsiveness to market changes.
(CO3) [Comprehension]
10. Describe the implications of a well-defined digital marketing plan for businesses, highlighting how it aligns strategic objectives with digital tactics and ensures cohesive implementation across various channels and touchpoints.
(CO3) [Comprehension]
11. Distinguish the steps involved in display advertising.
(CO4) [Comprehension]
12. How do the various formats and targeting options in display advertising enhance the effectiveness of digital campaigns, and what role do digital metrics play in measuring the success of these campaigns?
(CO4) [Comprehension]
13. Explain the critical aspects of the data landscape that are essential for making data-based decisions within an organization.
(CO5) [Comprehension]
14. Illustrate with examples the different types of Digital Analytics.
(CO5) [Comprehension]

PART - C

ANSWER ANY 2 QUESTIONS

2 X 20 = 40

15. Critically examine the 5 Ms of digital marketing.
(CO3) [Application]
16. Company A, an e-commerce startup specializing in eco-friendly home goods, aims to increase online sales by 30% within the next year. As the newly appointed Digital Marketing Manager, how would you develop a digital marketing plan to achieve this goal? Consider applying the 7Ps framework to address key elements such as product differentiation, pricing strategies, online distribution channels, promotional tactics, user experience optimization, and customer engagement initiatives. Additionally, how would you conduct resource planning using the 9Ms framework to allocate budget, manpower, materials, and methods effectively to support the digital marketing strategy?
(CO4) [Application]

17. Case Study: "Streaming Success: How Netflix Leveraged Big Data to Dominate the Entertainment Industry"

Netflix's journey from a DVD rental service to a global streaming giant exemplifies the transformative power of big data in the entertainment industry. By embracing advanced technologies such as recommendation engines, streaming infrastructure, and data analytics, Netflix capitalized on the vast amounts of user data it collected to revolutionize its operations.

At the core of Netflix's big data strategy was its robust recommendation engine, powered by machine learning algorithms. This engine analyzed user behavior, viewing habits, and preferences to deliver personalized content recommendations, resulting in heightened user satisfaction and prolonged subscription durations. Additionally, Netflix invested heavily in streaming technology, building a scalable and reliable infrastructure using tools like Apache Kafka, Apache Flink, and Amazon Web Services (AWS). This infrastructure ensured seamless streaming experiences for millions of viewers worldwide, further enhancing user retention.

Data analytics played a pivotal role in Netflix's decision-making processes, informing content acquisition, production, and targeted marketing campaigns. By leveraging tools like Apache Hadoop and Apache Spark, Netflix gained deep insights into viewer behavior and preferences in real-time. This enabled the company to identify content gaps, high-demand genres, and regional preferences, facilitating strategic expansion into international markets.

Netflix's data-driven approach not only propelled its revenue growth but also facilitated its foray into original content production. By analyzing user preferences, Netflix identified untapped opportunities and produced hit shows like "Stranger Things" and "House of Cards," attracting new subscribers and solidifying its position as a leading content creator in the industry.

Netflix's success story underscores the immense value of big data in driving business transformation and innovation. By leveraging data-driven insights to enhance user experience, expand global reach, and produce compelling original content, Netflix has established itself as a dominant force in the streaming industry, inspiring businesses across sectors to harness the power of big data for sustainable growth and success in the digital era.

Questions:-

- i) How did Netflix utilize big data technologies like recommendation engines and data analytics to enhance user experience and increase subscriber engagement?
- ii) Can you elaborate on how Netflix's data-driven expansion strategies, informed by analytics, helped them penetrate international markets and drive remarkable subscriber growth?

(CO5) [Application]