

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET-B

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

Semester : Semester VI - 2021

Course Code : BBA3060

Course Name : Digital Marketing Strategy

Program : BBA

Date : MAY 31, 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. Describe the challenges of digital marketing. (CO1) [Knowledge]
2. Recognize the Pain points of online streaming services. (CO2) [Knowledge]
3. Highlight the significance of physical evidence in digital marketing strategies. (CO3) [Knowledge]
4. Recognize the Pain points of online learning platforms. (CO4) [Knowledge]
5. Classify the different types of display ads. (CO4) [Knowledge]
6. Recognize the digital analytics tools for reporting and visualization. (CO5) [Knowledge]
7. Summarize the digital analytics framework. (CO5) [Knowledge]

PART - B

ANSWER ANY 5 QUESTIONS

5 X 10 = 50

8. Compare the digital marketing strategies adopted by leading e-commerce platforms – Amazon and Flipkart. (CO1) [Comprehension]

9. Prepare the P.O.E.M model for promoting the online travel agencies of your choice (Makemytrip, goibibo, Yatra).
(CO2) [Comprehension]
10. Imagine you've been tasked with promoting a new environmentally-friendly product through a social media campaign. Discuss How would you strategize your approach, select the most effective platforms, and engage with your target audience to maximize the campaign's impact and drive sales.
(CO3) [Comprehension]
11. "5Ms of digital marketing apply to the optimization of e-commerce sites, particularly in terms of enhancing user experience, driving traffic, and ultimately increasing conversions". Analyze.
(CO3) [Comprehension]
12. Develop a comprehensive Facebook advertising campaign for a specific product, utilizing a variety of ad formats.
(CO4) [Comprehension]
13. Examine the step-by-step process involved in executing display advertising campaigns to reach and engage the target audience across various platforms.
(CO4) [Comprehension]
14. Analyze the different types of attribution modeling in digital marketing, examining the unique approaches, mechanisms, and significance of each method in attributing value to different touchpoints along the customer journey,
(CO5) [Comprehension]

PART - C

ANSWER ANY 2 QUESTIONS

2 X 20 = 40

15. In the face of rapidly evolving digital trends, Discuss the process by which digital marketing team can seamlessly integrate the 7S framework to maximize impact and adaptability in achieving the marketing objectives of Airbnb's business model.
(CO1) [Application]
16. You work for a small e-commerce startup that sells sustainable and eco-friendly products ranging from clothing to home goods. The company is launching a new line of reusable kitchenware, including bamboo utensils and stainless steel straws. As part of the marketing team, you've been tasked with creating a social media campaign to raise awareness about the new product line and drive traffic to the company's online store.
(CO3) [Application]
17. Imagine you're a digital marketing manager tasked with planning the promotional campaign for Flipkart's upcoming Big Billion Days (BBD) Sale. Discuss how you would leverage various digital marketing channels to maximize customer engagement and drive sales during this high-stakes event.
(CO4) [Application]