Roll No

PRESIDENCY UNIVERSITY
BENGALURU

SET - A

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

Semester : Semester II - 2023
Course Code : MBA2038
Course Name : Digital and Strategic Marketing
Program : MBA

Date : June 07, 2024
Time : 09.30am to 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.
(iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ANY 10 QUESTIONS   **10Q* 3M =30**

1. Explain the concept of keyword density and its relevance in SEO practices.

(CO1) [Knowledge]

2. SEO is the way to 'speak' to search engines in a language they can understand and give them with more information about your website. Two Important factors for Web Performance - On page SEO & Off page SEO. Differentiate between the two.

(CO1) [Knowledge]

3. Organic Search results, are featured on a SERP because of their relevance to the search terms that a user has entered in the search engine. The goal of every business is to come on top of the organic search results, through SEO. What do you understand by the term SEO?

(CO1) [Knowledge]

4. What is HTML? Explain its significance.

(CO2) [Knowledge]

5. Define the term "engagement rate" in the context of social media marketing and explain its significance in measuring campaign effectiveness.

(CO2) [Knowledge]

6. Define a Digital Display Ad, with an example.

(CO2) [Knowledge]

7. State any three digital marketing strategies used in the digital age.

(CO3) [Knowledge]

8. Define idea screening. State its importance in the process of new product development.

(CO3) [Knowledge]

9. Define marketing intelligence. List any three tools used by marketers for conducting marketing intelligence activity.

(CO3) [Knowledge]

10. A well-devised mission statement for any organization, unit within an organization, or single-owner business should answer their Core Competencies. Define Core Competencies by giving examples. (CO4) [Knowledge]

(CO4) [Knowledge]

11. Define" Focus " as one of Porter's generic strategies. Give an example.

(CO4) [Knowledge]

12. Strategic marketing management is the planned process of defining the organization's business, mission, and goals. State the factors that help the companies to gain competitive advantage. (CO4) [Knowledge]

(CO4) [Knowledge]

PART B

ANSWER ANY 4 QUESTIONS   4Q* 10M =40

13. Meta Tags are increasingly used by various business firms to optimize their online presence. How doesthe use of meta tags contribute to a website's SEO performance? Give specific examples of metatags and their purposes.

(CO1) [Application]

14. Discuss the importance of user-generated content (UGC) in social media marketing campaigns. Provide two advantages and one potential challenge associated with incorporating UGC into a marketing strategy.

(CO2) [Application]

15. Assume yourself as product development manager in Apple and about to release a new technology model of mobile phone. Illustrate the term 'Diffusion of Innovation'? What are the categories in the diffusion of Innovation?

(CO3) [Application]

16. You're a marketing manager for a startup planning to launch a new line of premium athletic apparel. Outline the steps you would take to conduct market research to inform your product development and marketing strategy.

(CO3) [Application]

17. Discuss the significance of the BCG (Boston Consulting Group) matrix in strategic management for a FMCG company of your choice. Provide a detailed explanation of the four quadrants of the matrix and how companies can utilize it to make informed decisions about their business portfolio.

(CO4) [Application]

18. As an aspiring digital marketer, you've been tasked with designing a comprehensive digital marketing strategy for a new product launch. Your strategy must heavily incorporate Martech (Marketing Technology) tools and platforms. Outline your approach in the context of application of Artificial Intelligence in Marketing.

(CO4) [Application]

PART C

ANSWER ALL THE QUESTIONS   **2Q* 15M =30**

19. 'Muzix' is a startup online Music company. It leveraged Twitter Marketing to Achieve 160% Growth in Daily App Downloads: 'Muzix' 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 'Muzix' wanted to target Indian music lovers over the age of 18 years and drive their focus towards downloading the 'Muzix' 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. To this effect, if you are part of the digital marketing team of 'Muzix', who handles the social media platforms, on the approaches to social media marketing:
    a) Examine the relevance of Social Media Marketing for Muzix. Illustrate the advantages and pit falls of Social Media Marketing.
    b) Prepare an action plan for the social media marketing campaign of Muzix that supports the company's presence and promotion online.   (C.O. 2) [Application]
                                                                             (CO1) [Analysis]

20. The Boston Consulting Group Matrix (BCG Matrix), also referred to as the product portfolio matrix, is a business planning tool used to evaluate the strategic position of a firm's brand portfolio.

    The BCG Matrix is one of the most popular portfolio analysis methods. It classifies a firm's product and/or services into a two-by-two matrix. Each quadrant is classified as low or high performance, depending on the relative market share and market growth rate.

    Using the BCG Matrix, please go through the undermentioned case & answer the three questions.

    Jiffy Food Products (JFP) is a US based company that specializes in manufacturing & distributing snacking products. In fact JFP is one of the leading snack manufacturing companies.

    The firm has over twenty products in its portfolio.

    Some products are very successful while others have not performed well. The challenge for the board has been the formulation of a strategic policy in the way the company manages the portfolio of its twenty products.

    As a consultant to this company, your advice is being sought to address the following questions:

    (a) Analyze the Boston Consulting Group (BCG) growth vector matrix with an explanation for all the 4 quadrants.
    (b) Dissect what strategic options are available to JFP in accordance to the BCG Matrix.
    (c) Examine what limitations are integral to this model.
                                                                             (CO4) [Analysis]