Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

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| **Code :** | **18MS3028** | **Duration :** | **3hrs** |
| **Sub. Name :** | **DIGITAL AND SOCIAL MEDIA MARKETING** | **Max. Marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | “Digital Marketing can overcome the limitations of Traditional Marketing”. Does this mean the rules of the game (Marketing) have changed? Comment your views. | CO1 | 12 |
| b. | What is Digital Marketing? Differentiate between Digital natives and Digital Immigrants. | CO1 | 8 |
| **(OR)** | | | | |
| 2. |  | Describe how 3D Model provides insights in to changing and disrupting digital technologies from a consumer decision journey. Display how this model is integrated with (P) RACE Model. | CO2 | 20 |
|  |  |  |  |  |
| 3. |  | Discuss the various Revenue Models of Digital Marketing: Cite examples for each model. | CO2 | 20 |
| **(OR)** | | | | |
| 4. |  | “Social Media Marketing helps in two-way communication between brands and brand users or target customers in real time, helps in immediate consumer insight”. Justify this statement through Social Media ROI process. | CO5 | 20 |
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| 5. | a. | Discuss the important characteristics of Facebook as a social media platform. Analyze the benefits enjoyed by organizations while marketing through this platform. | CO2 | 10 |
|  | b. | How do Pinterest support in affiliate Marketing? What are its unique features? | CO2 | 10 |
| **(OR)** | | | | |
| 6. |  | Compare the social media platforms, Twitter and LinkedIn based on their target customers, reach, user experience, the nature of content shared, advertising options and their suitability and effectiveness and deliberate the differences. | CO5 | 20 |
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| 7. |  | What is SEO? Discuss the types of SEO. Confer the major factors that determine the success of SEO. | CO3 | 20 |
| **(OR)** | | | | |
| 8. |  | What is blogging in Digital Marketing? How can you create a good blog content? Does blogging and Content Marketing go hand in hand? Justify your stance with examples. | CO4 | 20 |
|  | | **Compulsory**: |  |  |
| 9. |  | Barbie Beauty Co., the special cosmetics and hair products categories were exciting for several reasons, the most significant of which was the high margins and higher growth rate it promised. Consumers who believe they need special cosmetics or hair products do not mind spending that little bit extra for the emotional reassurance these products provided.  Barbie Beauty Co was an online retailer of special cosmetics and hair products. It was one of the few companies that had understood this consumer and developed a retail environment especially for her. Recognising that they had chosen a segment where the consumer is picky, the company had taken special care: to provide vast products, when consumers searched for products they were assured of finding something. Also there was certainity of available stocks to enhance shopping experience.  Based on report generated they understood that they had 85% of the traffics new visitors but only 6% of the traffic as returning visitors seemed low. In a personal care category like this consumers don’t always make a purchase on their first visit. Most of this returning visitors came back to the site within two days of the first visit not having made a purchase at that time. Visitors returning after a long gap where in variably repeat buyers encouraging but insufficient in number.  Recognising that consumers will search for specific products at the first level and then specific brands Barbie Beauty Co had already developed display Ads, focused on the main product groups. These covered Hair colouring, Hair styling, Hair maintenance, Hair repair, Cosmetics and Accessories. They understood that promotions and discounts are not the only answers.  “You- as digital marketer analyse and prepare a strategy which would enhance their conversions and engagement”. | CO5 | 20 |