



PG – 938

IV Semester M.B.A. Degree Examination, July 2016

(CBCS)

MANAGEMENT

4.3.3 : Digital Marketing

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer any five of the following. Each question carries five marks. (5×5=25)

1. Define Digital Marketing. Explain the types of web presences.
2. Explain different E-business models with examples.
3. What do you mean by payment gateways ? Explain the need and importance of payment gateways in online marketing.
4. Discuss the process of SEO in digital marketing.
5. What do you understand the term "Page Ranking" ? Explain its importance.
6. Describe the opportunities created by internet marketing for unemployed people.
7. How could you leverage social media in order to promote your brand and increase consumer engagement ?

SECTION – B

Answer any three of the following. Each question carries ten marks. (3×10=30)

8. Brief some of the ethical and security standards to be adopted while using social media for marketing.
9. What is Fulfilment ? Explain fulfilment strategies in digital marketing.
10. Write the importance of reputation management. Explain the tools and strategies of online reputation management.
11. What is audience segmentation ? Explain the types of audience segmentation in digital marketing.

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SECTION – C

12. Case study (Compulsory) :

(1×15=15)

Knorr has been making cooking easy since 1838. Its ready-made sauces and stock pots are available in nearly 90 countries worldwide and with annual sales over \$3 billion, it is parent company Unilever's biggest-selling brand. In Poland, Knorr's best-known product is Bulionetka ; a stock used in soups and braised dishes. Even well-known brands can't stand still in the hyper-competitive FMCG category, especially when busy lifestyles mean that fewer and fewer Polish people take the time to cook at home. Knorr's new TV campaign was designed to raise awareness among women aged 25-49, but Knorr also wanted to reach a younger audience to drive sampling and sales.

Questions :

- 1) Knorr approached you to prepare a suitable and multi channel digital marketing plan to attract the younger audience to its products.
- 2) Prepare a digital add to promote Knorr products and services in social media of your choice. Justify your choice of social media.