CBCS SCHEME

USN | | | | | | | | | | | 20MBAMM403

Fourth Semester MBA Degree Examination, July/August 2022
Digital Marketing Management

Time: 3 hrs.   Max. Marks:100

Note: *1. Answer any FOUR full questions from Q.No.1 to 7.*
2. Q.No. 8 is compulsory.

1 a. Explain the meaning of Digital Marketing.   (03 Marks)
   b. Compare and contrast traditional and digital marketing.   (07 Marks)
   c. Develop and explain the P-O-E-M framework for digital marketing campaign towards promotion of a B-school in Bangalore.   (10 Marks)

2 a. Recall the meaning of display advertising.   (03 Marks)
   b. Illustrate the different types of display advertising.   (07 Marks)
   c. Analyze the concept of targeting of consumers in the digital display advertising plan targeting.   (10 Marks)

3 a. Recite the meaning of ad placement.   (03 Marks)
   b. Illustrate how ad ranks will be provided and benefits of ad ranks?   (07 Marks)
   c. Crate a digital marketing ad campaign with social media strategy for a healthcare startup.
                                                                                   (10 Marks)

4 a. Recall the meaning of digital public relations.   (03 Marks)
   b. Analyze the process of building content strategy for twitter marketing for education publishing company.   (07 Marks)
   c. Develop a strategy for an MSME organization to use Facebook Insights, linked In Analytics and Twitter Analytics efficiently.   (10 Marks)

5 a. Define Mobile Advertising.   (03 Marks)
   b. Explain the advantages of mobile advertising.   (07 Marks)
   c. Illustrate the different mobile advertising models and justify which model is suitable for tourism sector.   (10 Marks)

6 a. Recite the meaning of Search Engine Optimization (SEO)?   (03 Marks)
   b. Compare and contrast 'One page optimization' and 'Off page optimization'.   (07 Marks)
   c. Illustrate key metrics of Web Analytics.   (10 Marks)

7 a. Explain the meaning of Augmented Reality?   (03 Marks)
   b. Explain the features of Mobile Marketing.   (07 Marks)
   c. Develop a mobile marketing toolkit for a mobile advertising campaign for an automobile company.   (10 Marks)

8   <u>Case Study</u> (Compulsory) :

KNORR SOUP

Since 1838, Knorr has made cooking easy. Its readymade sauces and stock pots are sold in approximately 90 countries around the world, and it is parent firm Uniliver's most profitable brand, with annual sales exceeding $3 billion. Knorr Cup-Soup-Manchow veg, is Knorr's most well-known product in India. Even well-known brands can't compete in the hyper competitive FMCG industry, especially since busy lifestyles mean that fewer and fewer Indians in metropolitan cities cook at home. Knorr's new television ad created to improve awareness among women aged 25 to 49, but the company also sought to reach out to a younger demographic in order to increase sales.

Questions :

a. Knorr approached you to prepare a suitable and multi channel digital marketing plan to attract the younger audience to its products. So create a multichannel digital marketing plan to them.   **(10 Marks)**
b. Prepare a digital ad to promote Knorr's products and services in social media of your choice. Justify your choice of social media.   **(10 Marks)**

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