

CBCS SCHEME

USN

20MBAMM403

Fourth Semester MBA Degree Examination, Dec.2023/Jan.2024

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. What is Digital Marketing? (03 Marks)
b. What are the difference between traditional and digital marketing? (07 Marks)
c. Explain P-O-E-M framework. (10 Marks)
- 2 a. What is display advertising? (03 Marks)
b. Explain different pricing models for display advertising. (07 Marks)
c. Explain various targeting methods. (10 Marks)
- 3 a. What is search advertising? (03 Marks)
b. Why is adparking important? (07 Marks)
c. Explain the social media strategy cycle. (10 Marks)
- 4 a. What is Snapchat? (03 Marks)
b. Why should you have Instagram in your social media plan? (07 Marks)
c. Name any five types of Facebook adverts and explain their purpose. (10 Marks)
- 5 a. What is Mobile marketing? (03 Marks)
b. Explain the various text and voice based tools available in mobile marketing. (07 Marks)
c. Explain mobile marketing features in detail. (10 Marks)
- 6 a. Define search engine optimization. (03 Marks)
b. Explain how search engine works. (07 Marks)
c. Describe the key metrics associated with web behavior analysis. (10 Marks)
- 7 a. What is web analytics? (03 Marks)
b. Explain the content strategy that works for LinkedIn. (07 Marks)
c. Explain the various extensions available in a search ad. (10 Marks)

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CASE STUDY (Compulsory)

Ariel actilift had an improved formula that removed tough stains. But the challenge was that consumers were not interested in such communication. Most scandinavian consumer thought there is no difference between detergent brands. The category showed lack of interest with lot of clutter and noise in communication.

Research showed that there were more than hundred thousand blog posts in Sweden alone on the subject of laundry education. Most of these posts were related to removal of tough stains. Ariel decided to focus on tough stains. The objective of the campaign was to prove that ariel actilift has the power to remove tough stains.

Questions:

- a. Consider you are the digital marketing lead of same company. How would you use display advertising to promote Ariel new product? (10 Marks)
- b. Consider you are the digital marketing lead of same company. How would you use YouTube advertising to promote Ariel new product. (10 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.