

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme:PGDM (2016-18)**  
**Sixth Trimester Examination April 2018**

<b>Subject</b>	<b>Digital Marketing&amp; Analytics</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>	<b>7</b>	<b>Duration</b>	<b>3 Hours</b>
<b>Total No. of printed pages</b>	<b>2</b>	<b>Date</b>	<b>06.04.2018</b>

**Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.**

**Q1)20 Marks (Compulsory)**

Archies Limited - India's market leader in the social expression industry with over 60% market share in the organized sector. It has grown from a cards-only company to a complete social expressions company. This Company has grown with the spread of modern culture, increasing urbanization and improving standard of living. Adorability and sentiment drive its brand appeal to all age groups and demographics.

Archies has enormous ranges which have established exemplary mastery over its large network of distributors, retailers and franchisees. This Company is consciously targeting malls and other prime retail space for opening its own stores. Archies Limited currently operates 230+ exclusive outlets in 15 states 66 cities and nearly 300 franchise outlets across India and neighboring countries.

With the increasing competition in Personalized Gifts (like Photo Mugs, Photo Keychains etc.) from organized retail chains like Colo Photoshop, Red Moments and unorganized local players, Archies is planning to launch Mobile Marketing campaign for its Personalized gifts.

**Q.** You as a Marketing manager of Archies (Personalized Gifts Section) are required to prepare a detailed Mobile Marketing plan, using multiple strategies to ensure growth in awareness& sales among youth. **(20 Marks)**

**Attempt Any FOUR from the Remaining SIX Questions**

**Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Mr. Vishal has recently started a business of designer clothes for kids in the age group of 3 to 7 years and he wants to market these products using social media marketing. Explain various steps he needs to follow for the same?
- b) Explain in brief various Factors Influencing the Relevance Score for SEM campaign with suitable examples.
- c)How a marketer can make use of other websites to work for his/ her marketing campaign?Explain with relevant examples.

**Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a)IDFC Bank wants to promote its financial services to youth through Facebook. You as a Digital Marketing consultant are required to suggest, how it can increase the Engagement Level on Facebook.
- b)How a marketer can use Digital Media for Business? Explain with suitable examples
- c)How can we make the WebPages search friendly? Explain with the example of fashionaccessories company.

**Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) How a marketer can structure SEM campaigns to achieve greater relevance? Explain with suitable examples.
- b) A newly opened chain of Quick Service Restaurants (QSR) 'Foodie' in Mumbai wants to spread its awareness through SEO. You as a marketing consultant are required to suggest step by step SEO plan to generate maximum awareness within the target audience.
- c) How Digital Media helps in improving customer experience? Explain with suitable examples.

**Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Ms. Payal is using Social Media Marketing to promote his designer clothes for youth since last 3 months, how can she measure the effectiveness of SMM promotions?
- b) Define Mobile Marketing. Explain in brief various Mobile Marketing strategies with suitable examples.
- c) Explain the various ways in which LinkedIn can be used by a marketer to market & promote the products?

**Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) How E-Products create customer value? Explain with suitable examples.
- b) Explain in brief the common metrics used for Web Analytics purpose with relevant examples.
- c) ABC Institute wants to promote its MBA course through YouTube. You as a Digital Marketing consultant are required to suggest various types of Ads in YouTube.

**Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What is E-Commerce? State various categories of E-Commerce with suitable examples.
- b) State various ways in which Tweeter can be used for marketing purpose, with suitable examples
- c) How a marketer can use both traditional & digital marketing in an integrated manner? Explain with suitable examples.