

VPM's
DR VN BRIMS, Thane
Programme: MMS (2017-19) (Mktg.)
Third Semester Examination October 2018

Subject	Digital Marketing & Analytics		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	1.11.2018

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.
Q1)20 Marks (Compulsory)

Global superbike makers 'Harley Davidson' and 'Triumph' have announced new, low-displacement bikes for emerging markets that will directly aim at the portfolio of 'Royal Enfield'. So the Indian company that produced 'Bullet' has chosen to respond by making its own range of big bikes, codenamed J, P, Q and K

Royal Enfield is today the most profitable two-wheeler maker in India with ebitda margins of over 30% and it has a market share of 90% in the 200-500 cc space, led by the Classic 350 model.

This will be the biggest product launch by Royal Enfield under the ownership of Eicher Motors. While the J architecture is aimed at protecting its domestic turf against the ensuing competition with the new generation BS-VI version of 'Classic', 'Thunderbird', 'Bullet', and 'Himalayan', the P architecture will produce the twin cylinder bikes 'Continental' 650 cc and 'Interceptor' 650 cc to help the company compete strongly against Harley and Triumph in global markets. Bigger bikes will be made on the Q and K platform post 2020-2021. The Q architecture is aimed at 'Triumph Thruxton', whereas the K platform will come out with even bigger bikes above 600-700 cc.

Question. You as a Digital Marketing consultant are required to develop a detailed Social Media Marketing plan, highlighting the campaigns for multiple social media platforms, relevant to the product category and target segment. The goal is to ensure growth in the awareness & sales of J, P, Q and K range of bikes. **(20 Marks)**

Attempt Any FOUR from the Remaining SIX Questions

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

- Gits food – a ready to cook food company, is planning to promote its products through mobile marketing, targeting the working women. You as a mobile marketing consultant are required to create an effective mobile marketing plan.
- Design an effective email marketing campaign for 'I-Ball Tarang Bluetooth Speakers', including details such as Subject Line, Email Contents & Design, and Call To Action.
- How 'Relevance score' for a Cost per Click (CPC) SEM campaign is being calculated? Explain with suitable examples.

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

- Bandhan 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.
- Mr. Sanjay has recently started a business of designer clothes for toddlers (age group of 1 to 3 years) and he wants to market these products using social media marketing. Explain various steps he needs to follow for the same?
- How a company can make its Web Pages search friendly? Explain with the example of fashion Accessories Company.

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

- Create an effective SEM campaign for recently launched 'Fastrack Reflex 2.0' fitness band, mentioning relevant Ad-words, Ad-copy and Contents on the landing

page.

- b) A newly opened chain of Cake Stores 'Yummy Cakes' in Mumbai wants to spread its awareness through SEO. You as a marketing consultant are required to develop step by step SEO plan to generate maximum awareness within the target audience.
- c) *Digital Marketing is one of the major contributors in shifting the balance of Power from 'Firms' to 'Consumers'* Do you agree? Support your answer with suitable examples. 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. Sharma is using Social Media Marketing to promote her designer clothes for youth since last 4 months, how can she measure the effectiveness of SMM promotions?
- b) Apply various Keyword Match Types for Xiaomi bags for laptop.
- c) Analyze the usability of different categories of E-Commerce platforms for a marketer, with suitable examples.

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

- a) Milton – a manufacturer of houseware products, wants to promote its lunch box products online. How they can use Behavioural and Contextual targeting for the same?
- b) Red Moments, a personalized gifts company, wants to understand the effectiveness of its website. Which web analytics metrics will help company in analyzing its website's effectiveness?
- c) Explain various ways in which Tweeter can be used for marketing purpose, with suitable examples

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

- a) A management institute wants to promote its MBA course through YouTube platform. You as a Digital Marketing consultant are required to suggest suitable types of Ads in YouTube platform.
- b) Arrow – a premium formal wear brand for men, has recently completed 25 years in India. You as a digital marketing consultant are required to develop an effective LinkedIn campaign for the brand related to its 25th anniversary in India
- c) How a marketer can use both traditional & digital marketing in an integrated manner? Explain with suitable examples.