

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2017-19) (Mktg.)
PGDM Trimester VI Examination April 2019

Subject	Digital Marketing		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	11.04.2019

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

Q1) 20 Marks (Compulsory)

Hyundai Motor India will finally be stepping in to the very lucrative subcompact SUV segment in India with the all-new Venue subcompact SUV. Not only is it Hyundai's first ever subcompact SUV but it will also be India's first ever connected car. It will do much more than just offer Apple CarPlay, Android Auto and Bluetooth connectivity.

The Hyundai Venue will get the company's 'BlueLink' connected technology and it will have 10 India-only features with a total of 33 connectivity features. Some of the features that BlueLink will offer in India are geo-fencing, speed alerts, SOS, panic notifications, destination sharing, and road-side assistance and so on.

The Hyundai Venue subcompact SUV will go up against established rivals such as Maruti Suzuki Vitara Brezza, Ford EcoSport and the Mahindra XUV300. It will be positioned below the Hyundai Creta in the company's India SUV line-up.

Hyundai said that it has tested its BlueLink technology rigorously in India, keeping the tough conditions in mind along with the needs of the customers. The BlueLink technology includes voice guidance and recognition in Indian-accented English which means that the software will be able to recognise spoken English from different regions in India. The Hyundai Venue will also have remote-control operated functions such as climate control, horn and headlights on, vehicle status, engine start/stop and so on. The best thing is that Hyundai BlueLink can use your smartphone interface as a remote control.

One of the other interesting features is 'Share my car'. The primary user can allow a secondary user to register with the app and then let him/her drive the car. Of course, the primary user will always keep getting information about the whereabouts, live tracking, driving information, idle alert, valet alert and so on.

Q. You, as a Digital Marketing consultant for 'Hyundai Venue' brand, are required to develop a detailed Social Media Marketing plan, highlighting the campaigns for multiple social media platforms like Facebook, Twitter, Instagram, LinkedIn, YouTube, Whatsapp & so on. The goal is to ensure growth in awareness & sales of 'Hyundai Venue'.

Attempt Any FOUR from the Remaining SIX Questions

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

- a) Create an effective Search Engine Marketing (SEM) campaign for recently launched 'Redmi Note 7 Pro' smartphone band, mentioning relevant Ad-words, Ad-copy and Contents on the landing page.
- b) 'Yes 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.

- c) 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

- a) Design an effective email marketing campaign for 'Boat Bluetooth Speakers', including details such as Subject Line, Email Contents & Design, and Call To Action
- b) How a marketer can use both traditional & digital marketing in an integrated manner? Explain with suitable examples.
- c) Discuss various effective strategies for Search Engine Optimization (SEO) purpose with suitable examples

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

- a) An academic institute wants to promote its online certification courses through Video advertising. You as a Digital Marketing consultant are required to suggest suitable types of video advertising options for the same.
- b) Discuss in brief various benefits of E-commerce to the marketers with relevant examples.
- c) How Apps & Gamification can be utilized in Mobile marketing? Explain with relevant examples.

Q5) Any one from (a) or (b) ————— (10x1) = 10 Marks

- a) 'Occasions Cakes' - chain of Cake Stores in Mumbai wants to spread its awareness through Mobile Marketing. You as a digital marketing consultant are required to develop a detailed and effective mobile marketing plan to generate maximum awareness within the target audience.
- b) Mr. Rohan, a professional photographer, is specialized in the photography of product portfolio and corporate events. You, as a digital marketing consultant, are required to suggest important things to be considered for making Mr. Rohan's website effective for better Search Engine Optimization (SEO) results.

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

- a) 'Safari' company is using Social Media Marketing (SMM) to promote its stylish laptop backpack since last 3 months. Which all metrics will help the company in assessing the effectiveness of SMM promotions?
- b) Describe the role of digital media in consumer decision making process, with relevant examples
- c) Discuss in brief various categories of E-Commerce with suitable examples.

Q7) Any one from (a) or (b) ————— (10x1) = 10 Marks

- a) How marketers can use Influencer Marketing effectively? Explain in detail with relevant examples
- b) How marketers can use an effective combination of both Digital and Traditional marketing? Explain with suitable examples