

VPM's
DR VN BRIMS, Thane
Programme:PGDM (2018-20) (Marketing)
PGDM Trimester IV Examination September 2019

Subject	Digital Marketing		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages		Date	07-10-2019

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

Q1)20 Marks (Compulsory)

After many years of fascinating over small passenger vehicles, automakers in one of the fastest growing economies are now moving towards the compact sports utility vehicles and multi-utility vehicles (MUVs). Over the past five years, their sales have blown-up, accounting for one in every four passenger vehicles sold by India's USD 74-billion automobile industry. In 2010, UVs (Utility vehicles) and compact SUVs (Sports utility vehicles) constituted just about 14% of the complete passenger vehicle sales. Currently, they account for more than 25%, as per the recent data from industry body Society of Indian Automobile Manufacturers (SIAM).

Much of the latest explosion in UV sales has been led by compact SUVs such as the Maruti Suzuki Vitara Brezza, Toyota Fortuner, Ford Ecosport, Renault Duster, and Tata Nexon. There are two major factors for the triumph of utility vehicles, particularly SUVs. First, SUVs, especially compact SUVs, have become affordable for the Indian consumer. Secondly, there has been a conscious determination from the automakers to introduce more SUV models in the Indian market. The auto-makers are fine-tuning the cars designs and bringing innovations that are suitable for Indian conditions. Moreover, it is expected that compact SUVs will emerge as the second-biggest segment in the Indian market.

India's largest passenger car company, Maruti Suzuki India Ltd, still accounts for over 50 per cent of the domestic car market in the prevailing competitive scenario. With an aim to enrich its Compact SUV portfolio further, Maruti Suzuki has announced the launch of "S-Presso" this festive season. "S-Presso" is Maruti Suzuki's indigenously conceived, designed and developed vehicle that is made for India as well as the world. The name S-Presso is inspired from the coffee drink – Espresso which Maruti believes resonates with its target audience's lifestyle. Mr. Shashank Srivastava, Executive Director (Marketing & Sales), Maruti Suzuki India said, "Our internal research suggests that the criteria of buying a car for the youth, apart from affordability, acquisition cost and maintenance, now also include design and aesthetics. With mini SUV S-Presso, we offer a unique, premium, feature-rich and bold car that will disrupt the entry car segment in the country."

Q)You, as a Digital Marketing consultant for 'Maruti Suzuki' brand, are required to:

- Develop a detailed Search Engine Optimization (SEO) & Search Engine Marketing (SEM) plan
- Suggest relevant Mobile Marketing Strategies -

Which are effective for the product category and target segment with the objective of achieving growth in awareness & sales of 'S-Presso'.

Attempt Any FOUR from the Remaining SIX Questions

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

- a) SBI wants to promote its Credit Card to the young professionals, with an aim of persuading them to apply for “SBI Platinum Credit card”. You as a digital marketing consultant are required to develop an effective LinkedIn campaign for the same
- b) ‘Ferns N Petals’ desires to promote its Gift sets (Sweets, Dry Fruits, Money Plants, Laxmi & Ganesha Idols, Gold Plated Coins and Greeting Cards) as Diwali gifting options. Develop an effective YouTube campaign plan for the same.
- 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.

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

- a) Create an effective email marketing campaign for recently launched “Mi Smart Band 4” mentioning details such as Subject Line, Email Contents & Design, and Call To Action.
- b) ‘Fastrack’ is using Social Media Marketing to promote its stylish wrist watch since last 3 months, how can it measure the effectiveness of SMM promotions?
- c) How ‘Relevance score’ for a Cost per Click (CPC) SEM campaign is being calculated? Explain with suitable examples.

Q4) Any one from (a) or (b) ————— (10x1) = 10 Marks

- a) JBL wants to promote its budget soundbar speaker “JBL Studio 2.0” and a premium wireless bluetooth Headset “JBL FreeX” through SEM. You as a Digital Marketing consultant, are required suggest two separate SEM campaigns for the above products, mentioning relevant Ad-words, Ad-copy and Contents on the landing page.
- b) Mr. Rishabh, a professional photographer, is specialized in the photography of product portfolio and corporate events. You as a digital marketing consultant, are required to make a detailed report of important things to be considered for making Mr. Rishabh’s website effective, and further design the Home Page of that website.

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

- a) Ms. Reena promotes & sells her designer jewellery products through her website, since last six months. She wants to understand the effectiveness of her website. Which web analytics metrics will help her in analyzing the effectiveness her website?
- b) Analyze the usability of different categories of E-Commerce platforms for a marketer, with suitable examples.
- c) How Digital Media helps in improving customer experience? Explain with suitable examples.

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

- a) Create suitable Keyword Match Types for ‘Canon EOS 200D’ a mid-range DSLR Camera, with WiFi connectivity.
- b) *“Integration of traditional & digital marketing is the key for long term sustainable success”* - Do you agree? Support your answer with suitable examples.
- c) How E-commerce benefits both - Customers & Marketers? Explain with suitable examples.

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

a) “Surprise Gifting” - a newly opened chain of personalized gifting stores in Mumbai wants to spread its awareness through SEO. You as a marketing consultant are required to suggest a detailed, step by step SEO plan to generate maximum awareness within the relevant target audience.

b) FBB (Fashion at Big Bazaar) is planning to promote its formal wear apparel through Facebook, Instagram & Twitter, targeting the young working class people. You as a digital marketing consultant are required to create separate campaigns for the above mentioned three social media platforms.