



PG-628

IV Semester M.B.A. (DAY) (CBCS) Examination, July - 2019

MANAGEMENT

11032

4.3.3 : Digital Marketing

Time : 3 Hours

Max. Marks : 70

SECTION - A

Answer **any five** of the following questions. Each question carries **5** marks.

1. How is digital marketing classified ? **5x5=25**
2. What are the activities used to promote digital marketing ?
3. Explain the digital marketing channels.
4. How social media marketing is suitable for B2C or B2B business ?
5. Describe the main pillars of affiliate marketing.
6. What is the role of SEO in digital marketing ?
7. Explain the salient features of a viral video.

SECTION - B

Answer **any three** questions. Each question carries **10** marks.

3x10=30

8. What are the objectives of e-mail marketing ? Discuss the e-mail marketing practices.
9. Is online reputation management important ? Suggest a suitable ORM strategy for a new retail setup.
10. Compare online and offline marketing strategies and write the advantages of combining both.
11. Write notes on following :
 - (a) Search advertising
 - (b) SEO and SEM



SECTION - C
(Compulsory)

12. Case Study :

1x15=15

For the first time, Samsung has dared to take an unconventional step and stirred the emotional quotient of viewers, rather consumers, with its latest ad film 'Samsung Service'. The home appliance major has launched an ad campaign as part of its initiative to take customer service to the door-steps of consumers, in both urban and rural India. (In October last year, the television manufacturer launched 535 service vans to ensure timely service to customers in the remotest corners of the country.)

Speaking about the initiative, Ranjivjit Singh, chief marketing officer, Samsung India, says, "The endeavour for Samsung India has always been to cater to our customers, be it with innovative products or world-class service. We have further strengthened our service outreach and have got the widest reach of service centres with trained service engineers. This team will go to the deepest parts of the country to service the needs of our customers. With this, Samsung's reach will extend to customers in over 6,000 talukas across 29 states and seven union territories."

"The launch of the digital campaign is intended to highlight the uniqueness of the initiative and reiterate that Samsung Service cares. The idea was conceptualised based on understanding our customers and the need to continuously innovate, be it with product innovation or service standards. The new ad campaign is in sync with the brand values and our vision to cater to our customers," he adds.

The four-minute-long film, which was released on December 30, has clocked in a whopping 18 million views so far just on YouTube. It was also unveiled across 50 television channels as a 90-second spot and was supported by print media across various cities.

Not long ago, Samsung had on its hands a global product failure, which led to the withdrawal of its faulty Smart Phone Galaxy Note 7. Though the product being advertised in this film is Samsung's TV- and the after sales service thereof - we couldn't help but think that this was the company's effort at damage control.

It seems to be a trend in the digital space that you add a differently-abled person in the film and you will garner emotion. This format is getting quite predictable. One can make the brand appear 'human' even without the inclusion of the same. On the bright side, the film is well shot and has a good sound track.

Questions :

- (a) Explain digital marketing strategy in this case.
- (b) How a short film contributes and benefits digital marketing ?
- (c) How search advertising helps expansion of consumers' base ?