

School of Business

Department of Business
Mid Term Examination

Exam Date: 03 Oct 2023
Time : 90 Minutes
Marks : 50

Sem V - D1UA502T - Digital Marketing

*Your answer should be specific to the question asked
Draw neat labeled diagrams wherever necessary*

- 1) Explain the meaning of two ways communication in social media marketing? K2 (2)
- 2) What are the different pros and cons of social media? K1 (3)
- 3) Explain in brief origin and development of digital marketing? K2 (4)
- 4) Illustrate the plan and the different steps in executing a of social media strategy in digital marketing? K2 (6)
- 5) Identify how can businesses identify and target their ideal audience on social media? K3 (6)
- 6) Identify the user journey of an online shopper. K3 (9)
- 7) Analyse some popular social media platforms for marketing, and how do they differ in terms of audience and functionality? K4 (8)

- 8) Study the case given below and answer the questions given at the end: Zomato an onlie discovery platform where customers can find restaurants in a particular area their menu place order and pay online.Delivery part is taken care by the restaurants.Moreover customers can review about the restaurants and the quality of food which helps the customers & restaurants to have a better experience.Internet and mobile app are the only channel used for the whole process for customers to find a suitable restaurant with better discount deals and to place an order. Facebook, Twitter and Pinterest are the three main platform which made the base for the success of Zomato with a deep presence among their customers.Zomato wants to start delivering the ordered food to the customer's doorstep by their own ,which was earlier taken care of by restaurants.The firms plans to focus on segments such as online food ordering,restaurant booking,subscription based service and billing in restaurants. Questions for Discussion: 1. Describe the exact nature of services provided by Zomato? 2. Examine how the services provided by Zomato can be equally utilized by customers & restaurants? 3. Identify the channels that enhance services provided by Zomato.Justify the effectiveness. 4. Suggest strategies for Zomato's future services to enhance service performance. K4 (12)

OR

K4 (12)

Case study Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food. Questions A. How will you advise Sachin and Virag, as how to increase the consumer awareness about this new food? B. What would be your suggestions for distribution channel for mushrooms? Analyze the role of Retailer in this business? C. Suggest the level of distribution for order through app and state the reason?