

ADMISSION NUMBER											

**School of Business**  
**Bachelor of Business Administration**  
**Semester End Examination - Nov 2023**

**Duration : 180 Minutes**  
**Max Marks : 100**

**Sem V - D1UA502T - Digital Marketing**

General Instructions

*Answer to the specific question asked*

*Draw neat, labelled diagrams wherever necessary*

*Approved data hand books are allowed subject to verification by the Invigilator*

- |    |   |         |
|----|---|---------|
| 1) | Define digital Marketing with relevant example  | K1 (2)  |
| 2) | Explain different types of tools used in mobile marketing?  | K2 (4)  |
| 3) | Illustrate what is Web analytics? How it contributes and benefits Digital Marketing?  | K2 (6)  |
| 4) | Identify the potential risks and challenges of social media networking?   | K3 (9)  |
| 5) | Identify some effective content types for social media marketing?   | K3 (9)  |
| 6) | Determine the role of SWOT analysis in improving the performance of digital marketing initiatives   | K5 (10) |
| 7) | Analyze the key marketing opportunities on Facebook, and how can businesses leverage them effectively justify your answer with suitable examples?   | K4 (12) |
| 8) | Let's say customers have been keeping a track of Cheka Noda, Paree Singh, and the vice-president of Product at Polar Face, from the firm news and information about his activity, and customers decide to reach out to him. Customers can visit his profile and reach out directly to him using the in supermarket concept (the messaging system on LinkedIn) even if he is not included in customers' connections. Market research revealed that the target audience on LinkedIn looked for blog writing on topics such as innovation in Anglo banking, leadership, career advancement, and updates on economy, market, real estate and smart banking. Anglo Bank with its rich experience and expertise in the financial services domain was rightly poised to create this blog writing. It created blog writing in the form of infographics, long-form articles, firm up- dates and quizzes to drive engagement. With the help of this native form of advertising, Anglo Bank unleashed the potential of blog writing marketing by not just reaching out to the desired target customer but also converting the engaged audience to Anglo Bank's page as followers. Blog writing on diverse topics such as 'Best Places to Retire in India', 'Smart Vault', 'Questions to Ask a Firm during an Inter- view' and 'Dig Customers Way Out of Debt' attracted the most shares and gained viral lookups. Questions Q-1 Give suitable title of the above given case study? Q-2 Explain what does the market research in above the case study revealed? Q-3 Narrate why it is said the best place to retire in India? | K5 (15) |

9) Flipkart – Amazon of India E-commerce transactions in India are gaining popularity at the very fast pace majorly due to its attributes of ease of shopping, good discounts, social media integration, cash on delivery mode of payment etc. the industry is all set to grow and beat the records considering the recent show of strength of several E-commerce companies of India Inc in their capability to raise funds as well. Flipkart – one of the leading Indian E-commerce companies headquartered in Bangalore, Karnataka. The overall brand value of FLIPKART is good, but it is facing tough competition from its global as well as local competitors. But in India, it is the most superior E-business portal which is aggressively expanding and planting its roots deep into the Indian market and at the same time shifting the mindset of the people i.e. from going and shopping from physical stores to online stores, which is enormous. i. Explain the initial challenges faced by Flipkart ii. Explain how Flipkart succeeded in Building the Trust of Online customers?

K5 (15)

10) Related Marketing is a process in which marketers reward publisher/Related for every transaction on their website. It makes the use of web analytics' insights at multiple stages. Various methods are used in related marketing such as organic SEO, paid search engine marketing, email marketing and display marketing to drive traffic to the firm's website for conversion. The success rate in related marketing depends on choosing the right Relateds<sup>17</sup>. Related are motivated by Earnings Per Click (EPC). So the marketer needs to consider the following factors to maximize the value Related can get so that the marketer remains the preferred firms for the Related: 1. Commission – It must be competitive so that the marketer remains preferred destination for driving traffic for the Related. 2. Cookie expiry period – If the firms extends the cookie expiry period to one week, or one month, or even to three months, it will help improve EPC. 3. Conversion rate and AOV – If conversion rates and AOVs are high then the firms will propose a higher commission so that Related can give higher visibility to firms' ads and links. 4. Communicate offers – The firm's needs to enable the Related in advance by giving them the creative feeds and content such promotions and offers they need for promoting a firms. Related marketing has four major players: 1. The merchant – Merchant is also called the creator, the seller, the vendor, the marketer and the retailer. Merchant is a manufacturer of the product. It can be a large multinational enterprise or a start-up. 2. The network. 3. The publisher – They are also known as Related, distributor and advertiser. Related can be individual or entire firms. The customer – Related system is dependent on the customer. Without sales, related cannot get a commission or revenue shared with firms. Questions: Q-1 Give suitable title of the above given case study? Q-2 What does the market research in above the case study revealed? Q-3 Discuss the demerits of related marketing from the above case study?

K6 (18)