

B3.E1-R5 : DIGITAL MARKETING**NOTE :**

1. Answer question 1 and any FOUR questions from 2 to 7.
2. Parts of the same question should be answered together and in the same sequence.

Total Time : 3 Hours**Total Marks : 100**

1. (a) Explain keywords in Digital marketing ? How important is it for SEO ?
 (b) Explain Pay Per Click (PPC) advertising.
 (c) "Effective Video marketing is the key to success for digital marketing". Comment
 (d) How can organizations use online communities to add value to the digital business ?
 (e) What is Content Marketing ? Explain its importance with suitable example.
 (f) Discuss the process of Search Engine Optimization (SEO) in digital marketing.
 (g) What is Web analytics ? How it contributes and benefits Digital Marketing ? (7x4)

2. Read the case study given below and answer the questions given at the end of it.

Godrej as a brand has been already established as a household name. However, its pedigree is that of stability rather than innovation, especially in the appliances segment. To break free of this impression they devised a branding + personification strategy. Literally the appliances would speak for themselves. Godrej Indispensables, an online web sitcom starring various products. Why Indispensables ? Well, they are confident that the products abilities to handle all that is thrown at them in a day to day functioning of a household. They are the silent protectors of a family's home, the behind the scenes heroes of everyday chores. Every episode shows them faced with a daily plight which they resolve in a way unique to their persona. Using 3D animation, we brought to life these selfless helpers ad given them a wide variety of quirks and personalities. So far the videos have garnered cumulatively over 50000+ views on YouTube. A special hashtag called #TheIndispensables was created to launch the first series of videos. In it, they asked out followers to list out their gadgets which they felt were indispensable to them. This #tag trended globally and gave the campaign a sizable boost in impressions. The products themselves will dispense some much needed advice on how to better operate them. Going Ahead - The Indispensables will continue to prevent household crisis, and keep audience entertained and informed.

- (a) How does an appliance brand enhance brand presence in an already cluttered social space ?
- (b) Online consumers read reviews and recommendations when making a purchase. Justify.
- (c) What advantages Godrej can enjoy if they are successful in Online Marketing ?

(6+6+6)

3. **Read the case study given below and answer the questions given at the end of it.**

E-commerce transactions in India are gaining popularity at a 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 mind-set of the people i.e. from going and shopping from physical stores to online stores, which is enormous.

- (a) Discuss the initial challenges faced by Flipkart
- (b) How Flipkart succeeded in Building the Trust of Online customers ?
- (c) How can Social media be used to increase the market share of the Brand ? **(6+6+6)**

4. (a) Assume that You are a Consultant in Marketing. A deodorant product segmented for teenagers is to be launched through online marketing. Suggest online website marketing strategy. Further, also elaborate, how the decision of celebrity and costing can be decided ?

(b) What are the most effective ways to increase traffic to product's website ? Explain at least two ways in detail.

(c) "Going digital gives new life to dead market". Elaborate the statement. **(8+6+4)**

5. (a) Identify the security concerns of consumers who make purchase online from Amazon, Flipkart, or e Bay.

(b) What is viral marketing and how it is different from influencer marketing ?

(c) Mr. Chirag wants to make a display ad of his recruitment consultancy business. Suggest types of display ad that he can use and Justify. **(6+6+6)**

6. (a) Sandhya has a blog of recipes where she writes, Share and Puts Video of World-Wide cuisines. Suggest her method of off-page optimization of SEO.

(b) Jagruti wants to create first Google ad campaign of her beauty blog. Explain the process of creating first Google ad Campaign to her.

(c) How could you use Social Media in order to promote the product's brand and increase Customer engagement ? **(8+6+4)**

7. (a) How Digital Marketing is adding value to business ? Explain how a company evaluates cost effectiveness of digital strategies.

(b) How consumers are targeted through online marketing tools ? Explain in detail.

(c) Is online reputation management important? Suggest a suitable ORM a strategy for a new retail setup. **(8+6+4)**

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