SUPPLEMENTARY EXAMINATION

Sept -2019

MGM-10 Digital Marketing

Time: 3:00 Hours

Max. Marks : 60

> **Note:** Answer **ALL** questions. All questions carry equal marks.
> Assume suitable missing data, if any.

Q.1[a] Attempt any TWO of the following   [3+3]

   i. Describe with suitable examples the difference between "Brick and Mortar" and "Brick and Click" models.

   ii. What are the factors responsible for the transition of Traditional Marketing to Digital Marketing? Explain with suitable examples.

   iii. Explain the concept of Online Value Proposition.

[b] Choose any Indian company which you believe has not still transformed itself to a digital model. Apply the three key transformation elements of the Digital Transformation model (Automation, Digitization and Collaboration) to showcase how it can transform the best in its present business environment   [6]

Q.2[a] Attempt any TWO of the following   [3+3]

   i. Explain the key pillars of IMC construct.

   ii. Describe the key stages by which marketing intelligence is derived from multiple user data sets.

   iii. Explain Network Effect and its impact on usage of a particular good or service.

[b] Develop a Macro-Micro Environment analysis for any traditional industry sector moving to digital platforms like healthcare, fintech, 3D Manufacturing etc.   [6]

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Q.3[a] Attempt any TWO of the following   [3+3]
    i. Design audience persona profile for a company providing Home Food Delivery.
    ii. Identity the components of a typical website. Examine each component.
    iii. What is content curation. Explain with examples.

[b] People search for what to do, where to go and what to buy on search engines. The company's ad can appear on search engine at the very moment someone is looking for products or services on multiple platforms. Design advertising plan for an online furniture store using advertising platforms like Google AdWords.   [6]

Q.4[a] Attempt any TWO of the following   [3+3]
    i. Explain "Expression" and "Call to Action" in context of online advertising.
    ii. Explain digital revenue generation models.
    iii. What do you understand by Search Engine Optimization?

[b] Digital media planning entails the development and execution of online ad campaigns and involves channels such as social, search, display and mobile. Design a Digital media plan for International conference to be organized by your institution.   [6]

Q.5[a] Attempt any TWO of the following   [3+3]
    i. What is paid, earned, and owned media?
    ii. Assess the digital marketing environment of Zomato, food ordering and delivery platform.
    iii. Differentiate between WhiteHat and BlackHat SEO.

[b] You are the marketing manager of an online music streaming service. The digital marketing team being supervised by you has designed and implemented a digital marketing campaign. Now you want to measure its effectiveness. What will be your approach?   [6]

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