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I Semester M.B.A. (Day & Eve.) Degree Examination, July - 2022

MANAGEMENT

Marketing Management

(CBCS Scheme 2019 onwards)

Paper : 1.6

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any **Five** questions from the following. Each question carries 5 marks. **(5×5=25)**

1. Write a short note on New Trends in Marketing.
2. Discuss the Micro and Macro environmental factors impacting Marketing.
3. What is Discriminatory Pricing? How do you fix a price for new product?
4. Distinguish between Consumer buying and Business buying.
5. Enumerate the sales management strategies for B2C.
6. Elaborate the stages in Customers Life Cycle.
7. What is Blog Marketing? Give Pros and Cons of Blog Marketing.

SECTION - B

Answer any **Three** questions from the following. Each question carries **10** marks. **(3×10=30)**

8. Explain with an illustration, the stages of the product life cycle and discuss the strategies employed by marketers at each stage of the product life cycle.
9. What is Consumer Buying Behavior? Explain the various steps influencing Consumer Buying Behavior.
10. Explain the significance and role of Marketing Information system for the millennail firms.
11. Discuss in detail the various strategies in Customer Retention.

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SECTION - C

12. Case Study (Compulsory) **(1×15=15)**

Swiggy Voice of Hunger Campaign :

The Swiggy Founded in 2014. Swiggy is a food delivery platform with over 75k+ restaurant partners spread across 100+ cities. Every order delivered by Swiggy's fleet, the largest in India, ensures a host of customer - centric features like lightning fast delivery, no minimum order value, live order tracking, and 24/7 customer support. The brand launched fun - engaging consumer campaign #Swiggy Voice of Hunger, where foodies were invited to recreate the shape of their favorite food using the voice note feature on Instagram! Swiggy wanted to engage with its followers in a never - done -before fashion by going beyond a normal engagement campaign in a fully User Generated Content (UGC) driven show. The campaign consisted of 5 challenges - consumers were expected to recreate the shape of a Kabab Skewer, Nacho, Shawarma, Pancakes and more using the voice note feature on Instagram. Whoever completed all 5 challenges stood a chance to win a year's worth of food vouchers from Swiggy. The campaign began with Swiggy putting out a gibberish tweet from their official handle which sent Twitter into a tizzy. The brand had several users voicing out their concern if there was an intern behind the post. Swiggy then sent a follow - up tweet telling them that it was not a typo but it was the Swiggy Voice of Hunger Challenge.

The brand got influencers such as Srishti and Barkha to participate in the challenge, further enhancing engagement 1.5 lakh plus entries in a period of 10 days Swiggy's Instagram follower base increased by 30k. Brands like Airtel, Kingfisher & Netflix organically participated in the challenge.

Over a span of 10 days, the #Swiggy Voice of Hunger challenge garnered around 1.5 lakh+ entries primarily from India. This challenge also crossed borders and Swiggy received a few of them from international countries like Italy, Canada, Japan US etc. At the peak of the campaign, the challenge was hitting impossible numbers of at least 50 DMs per minute. Guess, the voice of hunger is a common denominator among everyone. Also, Swiggy was able to increase their follower base by 30k via this challenge. 2100% traffic spike to Swiggy from Instagram. 7700% rise in Instagram traffic. 1165% growth in brand interactions 16 million social impressions and 40% raise in followers. Apart from receiving these humongous numbers of entries from thousands of users, an event occurred which is every marketer's nightmare (and dream come true). The fact that this was an internet first challenge about hunger (a relatable emotion for practically everyone!), the response was ravenous enough to break the internet, and crash their Instagram! Not once, not twice but 11 times over the course of the campaign (10 days).

Questions :

1. How Swiggy leveraged on Social Media Campaign? Discuss Pros and Cons.
2. How Social Media Marketing has influenced the Consumer Buying Behavior with respect to above case?
3. Do you think Swiggy should bring more creative ideas often? Which digital platform should they consider?