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IV Semester M.B.A (Day and EVE) Degree Examination, Sept./Oct.- 2022

MANAGEMENT

Integrated Marketing Communication and Digital Marketing

(CBCS Scheme 2019-20 Onwards)

Paper - 4.3.3

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

SECTION - A

Answer any five questions, each carries 5 marks. **(5×5=25)**

1. Write a Short note on Blog and Campaign marketing.
2. What do you mean by E-Commerce and its features?
3. Explain any two Twitter ads Campaigns.
4. What is Google Ad Words? Explain
5. Write a note on YouTube Advertising.
6. Describe various Social Media Marketing tools
7. How do e-marketers create customer value online? Explain

SECTION - B

Answer any three questions, each carries 10 marks. **(3×10=30)**

8. Explain the impact of E-Commerce in Business.
9. What are the major differences between traditional and Digital marketing?
10. Why should you have Instagram in your social media plan? Explain its unique features.
11. Explain various types of Social Media Campaign goals and the respective target groups.

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SECTION - C

12. Compulsory Case Study: (1×15=15)

Godrej as a brand has been already established as a household name. However its pedigree is that of stability rather than innovation, especially in appliances segment. To break the impression of they devised a branding+personification strategy. Literally the appliances speak for themselves.

Godrej indispensable, an online web sitcom starring various products. Why Indispensables? Well they are confident that the product abilities to handle all that the product abilities to handle that is thrown at them in a day to day functioning of household. They are the silent protectors of family's home, the behind the scenes of 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 and given them a wide variety of quirks and personalities.

So for the videos are garnered cumulatively over 5,000 + views on YouTube. A special hashtag called #the indispensable was created to launch to first series of videos. In it they asked out followers to list out their gadgets which they felt were indispensable to them. This #tended globally and gave the campaign a sizable boost in impressions. The products themselves will dispense some much needed advice on how to better to operate them. Going Ahead —Indispensables will continue to thwart household crisis and keep audience entertained and informed.

Questions:

1. How does an Appliance brand enhance brand presence in already cluttered social space?
2. Online consumers read reviews and recommendations while making a purchase. Justify.
3. What advantages Godrej can enjoy by implementity online manlutiy Successfully.