

KMM INSTITUTE OF POSTGRADUATE STUDIES::TIRUAPTI
MCA III - SEMESTER / PRE-FINAL/ DIGITAL MARKETING

A

Time: 3Hrs

Max.Marks:100

PART – A

I. Answer one question from each unit:

5x16=80

UNIT-1

1. Explain about Digital marketing and Traditional marketing and also write the advantages and disadvantages? And describe about what is the role of digital marketing in the marketing environment?

(OR)

2. Describe about Business in Modern Economy and also write about Integrating E-Business to an existing business models?

UNIT-2

3. Write about a) Purchase behaviour of a consumer and also b) online customer expectations?

(OR)

4. Explain about what is Revenue model and various types of Revenue models and also explain about Trends and Displaying advertisings?

UNIT-3

5. Describe the terms Product attributes and Web marketing implications and Augmented product concept?

(OR)

6. What is Customizing the offering explain it and also Dimensions of online branding?

UNIT-4

7. Explain about Internet enabled retailing and explain turning experienced goods in to search goods ?

(OR)

8. What is Online Channel design for B2C and B2B Marketing?

UNIT-5

9. Define the terms 1)Online Advertising 2)E-mail Marketing 3)Viral Marketing 4)Affiliated Marketing ?

(OR)

10. Write legal and ethical aspects related to Digital Marketing?

PART-B

II. Read the following Case Study and answer the following questions:

5x4=20

Social Media Campaign for a New Product Launch:

Background: A consumer electronics company wants to launch a new line of wireless headphones and needs a digital marketing strategy to create buzz and drive sales.

Approach: The company uses a combination of social media platforms, influencer partnerships, and targeted ads to reach their audience. They create teaser content to generate excitement and anticipation leading up to the launch. They also engage with potential customers through interactive posts and live Q&A sessions to build a community around the product.

Results:

- The teaser campaign generates a high level of engagement on social media, with thousands of likes, shares, and comments.
- Influencers with a strong following promote the new headphones, reaching a wider audience and driving pre-orders.
- The targeted ads result in a significant increase in website traffic and a high conversion rate.

QUESTIONS:

1. What were the key success factors in this campaign?
2. How did the company measure the success of the campaign?

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PART-A**I. Answer one question from each unit:****5x16=80****UNIT-1**

1. Explain about a) Principles and Drivers of new marketing environment and b) Digital media industry and Explain Reaching audience through digital channels?

(OR)

2. Define the terms a) Online marketing mix and b) Mobile marketing and explain advantages and disadvantages?

UNIT-2

3. Describe about Online B2B and Online B2C buying behaviour process and write advantages and disadvantages?

(OR)

4. Explain about Forms of Search Engines and working of Search Engines?

UNIT-3

5. Describe about Internet Pricing Influences and also define Price and Customer value?

(OR)

6. Explain about a) Online Pricing Strategies and Tactics b) Time based Online Pricing c) Personalized pricing?

UNIT-4

7. Describe about Personalization through mass customization and also explain about choice assistance?

(OR)

8. Explain about selling through online intermediaries and direct to customer interaction?

UNIT-5

9. Describe integrating online communication into IMC process? And explain Social media communities?

(OR)

10. Explain about a) Participatory communication networks b) Co-created content management and c) Interactive Digital networks ?

PART-B**II. Read the following Case Study and answer the following questions:****5x4=20**

It's one of those typical mornings. You try to use your hair dryer and its shorts out. And then you find your coffee maker is on the fritz. And, of course, you threw out the boxes a long time ago and you don't know where the warranty information is. Then, wouldn't you know it, you try to do a load of laundry and the dryer is on the blink. So who do you call? Sears wants you to call local Sears store. Sears repairs all brands of appliances, regardless of who made or who sold them. The challenge Sears handed to its agency, Young & Rubicam, was to build awareness of this newly branded Sears Home Central appliance repair service and get customers to call sears when their appliances break. Sears research found that there is a need for such a service. When appliance breaks, customers go back to the retailer, call the manufacturer, or call an independent repair shop. Most of these options do not deliver real customer service: they don't answer the phone or call customers back, they don't work after hours, and they often aren't equipped to fix the problem right the first time. Contrast that reality with what Sears offered: One call to one central repair source for any appliance brand high-quality repair service whenever you need it by someone you know and trust. The advertising message communicated how Sears could help customers avoid frustration and obtain professional appliance repair service. The advertising leveraged the powerful trust of the Sears brand and provided a solution to very real problem, but it had to reach the right audience, at the right time, and in the right manner to build awareness. Because of these concerns, Young & Rubicam had to make tough decisions about which media to use to deliver Sears' message.

Question(s):

a) If you were in the Sears Home Central account at young & Rubicam, what kind of advertising media would you suggest and why?

b) How does the message affect the media choice?

