



Fourth Semester MBA Degree Examination, November 2020 Digital and Social Media Marketing

Time: 3 hrs.

Max. Marks: 100

Note: Answer any FIVE full questions.

- 1 a. Which are the digital proportion of an organization? Explain. (03 Marks)
b. Explain the seven steps of E-marketing plan. (07 Marks)
c. What are the various benefits of e-marketing to the customers merchants and government. (10 Marks)
- 2 a. What do you mean by in-page heat maps? (03 Marks)
b. Knowledge is the most important to organizations, explain knowledge management matrix. (07 Marks)
c. What are the difference between cookie-based tracking and server-based tracking and also write a note on universal analytics. (10 Marks)
- 3 a. What is SEO, why is it important? (03 Marks)
b. Briefly explain the steps involved in content creation. (07 Marks)
c. Explain 5 key areas to enhance SEO of a website. (10 Marks)
- 4 a. What is NAPKIN plan? (03 Marks)
b. How crowdsourcing is useful in enhanced product development. (07 Marks)
c. Write a note on:
(i) Data mining (ii) Data analytics (iii) Cyber crime (iv) KPI. (10 Marks)
- 5 a. Content is king for E marketing Campaign discuss? (03 Marks)
b. Discuss the difference between traditional media versus social media. (07 Marks)
c. Explain step is setting up search advertising campaign. (10 Marks)
- 6 a. What are the components of search advertising? (03 Marks)
b. What is affiliate marketing explain the "actions and rewards" of affiliate marketing. (07 Marks)
c. What is CRM? How should organizations plan activities with customers and other stake holders? (10 Marks)
- 7 a. Explain three pillars of relationship management. (03 Marks)
b. What are steps to guide social media strategy? (07 Marks)
c. How to guide recovering from an online brand attack in social media? Explain. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

- 8 Urban Tree Infrastructure, well known for developing world class home in Chennai, Urban Tree collaborated with echoVME in order to increase sales, create brand awareness and grow the online community. Also Chennai has many renowned builders and standing apart from the competitors was a tough job. Hence required an approach that is mainly Chennai centric.

echoVME started with dedicated blog on urbantreehomes.com focusing on the current affairs of the real estate industry, city events and happenings and home improvement solutions. To create brand awareness, the agency organized influencer marketing campaigns such as a Bloggers meetup and run regular contests (Kolam contest, Golv contest) to increase brand engagement.

- a. Suggest Urban Tree the other possible ways to enhance sales / lead generation online. (05 Marks)
- b. Discuss the media mix the organization can adapt. (05 Marks)
- c. Suggest the appropriate strategy to overcome the stiff competition. (05 Marks)
- d. In what ways the competitions and meet up can help the organization? Explain. (05 Marks)

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