

CBCS SCHEME

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Fourth Semester MBA Degree Examination, June/July 2023 Digital and Social Media Marketing

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any *FOUR* full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.

- 1 a. What is Digital Divide? (03 Marks)
b. Describe the seven steps involved in E – Marketing. (07 Marks)
c. Explain briefly the different types of cyber crimes. (10 Marks)
- 2 a. What is Data Mining? (03 Marks)
b. Differentiate between Cookie based and Server based tracking. (07 Marks)
c. Explain three main sources of data for solving marketing research problems. (10 Marks)
- 3 a. Mention the branding decisions faced by companies online. (03 Marks)
b. Explain briefly the functions of the distribution channel. (07 Marks)
c. Explain the different types of pricing strategies. (10 Marks)
- 4 a. Define SEO. (03 Marks)
b. Explain the different types of display adverts. (07 Marks)
c. Explain the different keyword match types of search advertising. (10 Marks)
- 5 a. What are the 3 pillars of relationship marketing? (03 Marks)
b. Write the differences between Relationship marketing and Mass marketing. (07 Marks)
c. Explain the CRM building blocks of E – Marketing. (10 Marks)
- 6 a. What is Crowd sourcing? (03 Marks)
b. Explain the steps involved in recovering from an online brand attack. (07 Marks)
c. How can social media be used strategically in addressing business challenges? (10 Marks)
- 7 a. What is On – page and Off – page optimization? (03 Marks)
b. Discuss the advantages and challenges of Affiliate marketing. (07 Marks)
c. Explain the strategic building blocks of content marketing. (10 Marks)

8 **CASE STUDY (Compulsory) :**

Maggi India faced the worst crisis in May 2015 when Food Safety and Standards Authority of India labeled it as unfit for consumption due to excessive lead content found in the product. With the product off the shelves and no clear view about the future, it would be important for the brand to send right messages to its customers. At a time when brand trust scores dropped from 98% to 2% communication was crucial.

Immediately after the new spread about the ban on Maggi, amidst all chaos and negativity about the product, Maggi India found through listening that most of the loyal customers still loved the product and expressed their love for it. Maggi India considered it important to regain the trust of its customers. So an entire campaign was designed for establishing an emotional connect with customers.

The strategy was formulated by connecting with product lovers, Nestle standing up for Maggi, launch of multi lingual campaign targeted at moms. When Maggi was back on shelves after 7 months, the campaign "Welcome back Maggi" was launched. The entire campaign led to a blockbusta come back for Maggi with brand trust growing from 2 percent to 79 percent.

Questions :

- a. Comment on the campaign launched by Maggi India. (05 Marks)
- b. Assuming that you are the brand Manager of Maggi India, devise a effective digital campaign to handle this crisis. (05 Marks)
- c. According to you, which are the social media channels Maggi could use for bringing back it loyal customers. Why? (05 Marks)
- d. What are the risks and challenges of interacting on social media for Maggi India? (05 Marks)
