

Register No.: ..... Name.: .....

## **SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)**

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

### **FOURTH SEMESTER MBA DEGREE EXAMINATION (R,S), MAY 2024 (2021 Scheme)**

**Course Code : 21MBA216**

**Course Name: Digital and Social Media Marketing**

**Max. Marks : 60**

**Duration: 3 Hours**

#### **PART A**

***(Answer all questions. Each question carries 2 marks)***

1. Define Digital Marketing and its importance in today's business.
2. What is social media marketing?
3. Illustrate traffic building.
4. Recall landing page optimization.
5. Outline PPC.

#### **PART B**

***(Answer any 3 questions. Each question carries 10 marks)***

6. Identify the components of the online marketing mix.
7. Examine the role of SEO in digital advertising.
8. Discuss various types of online advertisements with suitable examples.
9. Online content is a key driver of engagement and traffic in social media. Discuss some best practices for content management.
10. Examine how can businesses effectively identify and partner with influencers to achieve their marketing goals.

#### **PART C**

***(Compulsory question, the question carries 20 marks)***

11. **MTR Foods owner Orkla to acquire Kerala-based Eastern Condiments.**  
The transaction will see Orkla ASA acquire 41.8 percent stake from the Meeran Family, who are the promoters of Eastern. The business transaction evaluates Kerala-based Eastern Condiments at Rs 2,000 crore. Orkla's move is reportedly to increase its footprint in India's branded spice market. Way back in 2007, Orkla had acquired MTR Foods. Eastern has seven production facilities in four different states in India and employs around 2,955 people.

It is headquartered in Edapally, Kochi. The transaction will see MTR acquire 41.8% stake from the Meeran Family, who are the promoters of Eastern. The balance of 26% will be picked up from McCormick Spices which holds the stake. After the first leg of acquisition, an application to merge Eastern with MTR will be submitted and the merged company will be owned by Orkla ASA and the two brothers — Firoz and Navas Meeran, with a split stake of 90.1% and 9.99%, respectively."Orkla, through its wholly owned subsidiary MTR Foods Private Limited, has signed agreements to purchase a 41.8 percent ownership stake in Eastern from members of the Meeran family and to acquire the entire ownership stake held by McCormick Ingredients SE Asia PTE. Ltd, which will give Orkla a 67.8 percent ownership stake after the completion of the transactions. Eastern is currently owned by the Meeran family (74 percent) and McCormick (26 percent)," Orkla said in a release. The merger is subject to approval from the Competition Commission of India. "Orkla is known for its strong, local brands and holds leadership positions across multiple FMCG categories in several markets. Orkla has a solid track record of building leading food brands based on a strong organizational culture and company values. Together with MTR, and as part of Orkla, we will have a stronger platform for our successful operations," said Navas Meeran. Eastern Condiments was founded by the late ME Meeran, a Kothamangalam native, in 1983. It was founded in Adimali. Earlier, in 1968, Meeran reportedly founded a company called the Eastern Trading Company, to which the brand's name can be traced to.

- a. If you are entrusted with the social media campaign of rebranding Eastern, an established brand in Kerala. How would you strategize that? (10 Marks)
- b. Devise a search ad campaign strategy for rebranding MTR in Kerala market. (10 Marks)

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