

Reg. No. \_\_\_\_\_ Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
**FIFTH TRIMESTER MBA DEGREE EXAMINATION OCT 2018**  
**MKT-T5-12 DIGITAL AND SOCIAL MEDIA MARKETING**

Max. Marks: 60

Duration: 3 Hours

**Part A**

*Answer all questions. Each question carries 2 marks*

1. Explain the term Customer Analytics.
2. What are Online Communities?
3. Explain the term Cyber Branding.
4. Write short notes on Campaign Management in the virtual world quoting any two examples.
5. Explain the term Rich Site Syndication.

(5x2 marks = 10 marks)

**Part B**

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

6. Explain the steps involved in formulation of Internet Traffic Plan.
7. Critically evaluate how Organizations use Social Media for Data Tracking, Data Pre-Processing and Data Analysis.
8. What is meant by Gamification? Elaborate on the Anatomy of Gamification.
9. Elaborate on the various Consumer Segment Profiles.
10. Elucidate the various Types of Online Advertisements with suitable examples.

(3x10 marks = 30 marks)

**Part C**

*Compulsory question, the question carries 20 marks*

11. **P&G's thrust on Innovation with deployment of Web 2.0 Tools**

The world's largest consumer packaged goods giant, Procter & Gamble (P&G), operated one of the most widely admired and successful research and development operations in corporate history. However, their closed innovation model was not up to the task of driving the corporate growth needed to sustain an enterprise of P&G's size. So in 2000, under the leadership of then newly-appointed CEO, A.G.Lafley, they began looking for a better innovation model. Lafley's stated objective was the radical idea that half of the company's new products would be acquired from outside the company. In the words of Larry Huston, Vice President, Innovation and Knowledge, P&G, Cincinnati and Nabil Sakkab, Senior Vice President for Corporate R& D at P& G in Cincinnati,

*We discovered that important innovation was increasingly being done at small and midsize entrepreneurial companies. Even individuals were eager to license and sell their intellectual property. University and government labs had become more interested in forming industry partnerships, and they were hungry for ways to monetize their research. The Internet had opened up access to talent markets throughout the world. And, a few forward-looking companies such as IBM and Eli Lilly were beginning to experiment with the new concept of open innovation, leveraging one another's (even competitor's) innovation assets- products, intellectual property, and people.*

What set them off towards an open innovation model was the discovery that there were 200 researchers and scientists just as good or even better outside P&G for each of their own 7500

researchers and scientists. That appeared a humongous volume of talent the company could tap into. It does this through an open innovation program called *Connect and Develop* that reaches out to independent researchers, suppliers and other industrial companies to solve problems it cannot solve by itself.

The company has adopted the extensive use of Web2.0 tools- few interesting examples of resulting model adopted by P&G include *Vocalpoint* program for mothers, *Tremor* program for adolescents and a *Living It* program for lead customers. All three programs use different ways to harness customers as sources of ideas and to test new products before they hit the market. Engaging users is among the many secrets that underlie successful innovation. The newest innovation in innovation is the use of rich media and online interactivity to involve broad audiences in the process. The technology that underlies Web2.0 enables full bi-directional conversations online, putting user into the creation seat for the bulk of new Internet content.

From the perspective of firms creating new products and services, this can open innovation to a community of millions of possible innovators, people who may be more likely to adopt the resulting offering as they had a hand in developing it. This suggests that Web2.0 might offer firms both more leverage on the enormous global corporate expenditure on innovation and increase the likelihood of innovation adoption at the same time. Adaptation of this concept enables consumers to voice their thoughts and then subsequently participate in new product ideas, executions of which represent win-win situations for both organizations and consumers in the form of enhanced customer relationships.

- a) Elucidate on how Web 2.0 has created a paradigm shift in the way interactions take place in the Organizational work space as well as between the Organization and the external customers with special reference to P & G. (8)
- b) Explain the various tools used to elicit information about internet users to harness new sources of ideas and to test new products before they hit the market. (6)
- c) Give two illustrations of virtual campaigns of P & G to build emotional relationship with the customer. (6)

(20 marks)

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