

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

FOURTH SEMESTER MBA DEGREE EXAMINATION (Regular), JULY 2022

(2020 Scheme)

Course Code : 20MBA262

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 scope on the business environment?
2. Recall the term “SEO “and its importance in digital marketing?
3. Rowan Industries wishes to promote its company products through interactive ads, and demonstrate how it is different from traditional ads?
4. Identify the importance of A/B testing?
5. Examine the role of influencers in social media marketing?

PART B

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

6. Illustrate the Online marketing mix with a suitable example?
7. Explain how paid search advertising is helpful for a restaurant brand?
8. Compare blogging and vlogging and their impact on the business?
9. Rohan started a new footwear shop “Shoe world” in Delhi, identify how email marketing strategies can be used for promotion.
10. Evaluate the importance of social media marketing on brand communication and explain any successful social media marketing campaign adopted by any company?

PART C

(Compulsory question, the question carries 20 marks)

11. Wharton India Limited is a leading Fast Moving Electrical Goods (FMCG) Company and a major power distribution equipment manufacturer with a strong global presence. Hayat enjoys enviable market dominance across a wide spectrum of products, including Industrial & Domestic Circuit Protection Devices, Cables & Wires, Motors, Fans, Modular Switches, Home Appliances, Air Conditioners, Electric Water Heaters, Power Capacitors, Luminaires for Domestic, Commercial and Industrial Applications. In a recent audit, the company identified its organic search engine marketing strategies are not effective as per the set goals. A few other issues found during the audit are the longer loading time for the company website and minimal engagement on social media pages. The company requires new strategies to solve its identified issues ?

a) Identify the suitable SEM techniques for Wharton Company to replace organic methods and explain the best practices that can be adopted by Wharton company to optimize their landing pages?

Marks (15)

b) Explain the social media strategies that can be adopted by Wharton for better engagement on different social media pages?

Marks (5)
