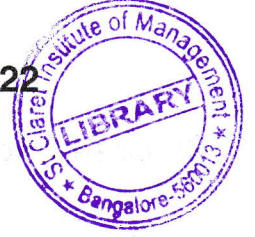**OP – 266**

9.

IV Semester M.B.A. Degree Examination, November 2022
(CBCS – 2014-15 and Onwards)
MANAGEMENT
Paper – 4.3.3 : Digital Marketing

Time : 3 Hours

Max. Marks : 70

Instruction : *Answer all Sections.*

SECTION – A

Answer **any five** questions of the following. **Each** question carries **five** Marks.

(5×5=25)

1. What is Google adwords ? Briefly explain the web presence goals.

2. Explain elements of customer profile with examples.

3. Describe the paid vs organic search engine with example.

4. Discuss about twitter, You Tube and sms campaign.

5. How to use blog ? Explain different online platforms for forum discussions.

6. What is social media measurement ? Explain the challenges of social media measurement.

7. Explain the micro environment factors of digital marketing.

SECTION – B

Answer **any three** questions of the following. **Each** question carries **ten** marks.

(3×10=30)

8. Define keywords ; explain the importance of keywords with an example.

9. What is SEO ? Explain the SEO & SEM process and methodologies.

10. What is content marketing ? Explain the integrating online & offline strategies.

11. What is SWIFT ? Briefly explain types of ATMs with suitable examples.

SECTION – C

12. Case Study (**Compulsory**) : (1×15=15)

Zomato's Digital Marketing Strategy

When Zomato launched, it aimed to be the best restaurant search and discovery platform. It had the names of various restaurants, their menu, their prices, reviews and other details. It provided in-depth information on over 1.4 million restaurants across 23 countries. Over the years, it has converted itself into an online food delivery platform. People can now order food from the restaurants near them using their app or website. Zomato has delivery executives who pick up the order from the eatery and deliver it to the address provided by the customer, Now that we are discussing Zomato, let's take a look at their marketing strategy too.

Zomato's target audience includes people between 18 to 35 years of age who have access to smartphones and are comfortable in using apps. It targets two kinds of customers : The first group includes people who want to order their food home and the second group includes people who prefer to dine out. In Lot of cases, these groups overlap. It offers food delivery to those who need it delivered as well as gives incentives to people to dine out through its Zomato Gold program. Working professionals who need food in their offices, students who need food in their hostels, people who do not have time or space to cook for themselves, and people who occasionally like to eat outside food- all form a part of Zomato's target audience.

Questions :

a) If you are entrepreneur for this company, how do you segment the audience group and use behavioural targeting strategy ?

b) What kind of interface do you provide for the customers, which social media platforms will you use to introduce your product ?

c) What are the Digital Marketing Strategy you can apply for the connecting emotional ads and ORM ?