

**M.Com – II Semester
Digital Marketing**

**Course Code: MCM204T
Duration: 3 Hours**

**QP Code: 21015
Max marks: 70**

SECTION-A

1. Answer any SEVEN of the following. Each question carries TWO marks. (7x2=14)

- a) Write the opportunities created by internet marketing for unemployed people.
- b) What are the measures to be taken for Cyber security?
- c) Meaning of SEO.
- d) How data ware houses help Digital Marketing?
- e) Mention the pillars of CRM.
- f) What is IDIC Model?
- g) List out any four Global E Marketing issues.
- h) Is the payment gateway important in online marketing? Why?
- i) Give two examples for Affiliated Marketing.
- j) What is the significance of web analytics in online business?

SECTION-B

Answer any FOUR of the following. Each question carries FIVE marks. (4x5=20)

2. Write about Social Media performance Metrics.
3. How to integrate online and offline marketing strategies? Explain.
4. Discuss the common e-commerce models with their uses.
5. What is ICANN's purpose and why is it important?
6. Importance of digital environment in competitive Business Scenario.
7. What are the strategies to avoid un ethical practices in Digital Marketing.

SECTION-C

Answer any TWO of the following. Each question carries TWELVE marks. (2x12=24)

8. How do you analyze the post internet consumer behavior? Explain with suitable examples.
9. Explain the process and methodology of search engine optimization and its importance & benefits.
10. Discuss audience segmentation? Explain the types of audience segmentation in digital marketing.
11. What is online reputation management? How do you manage online reputation? Explain its tools and strategies.

SECTION-D
(Compulsory Skill-based Question on Subject / Paper)
Skill-based Question

(1x12=12)

12. Parx is the brand owned by Raymond. In two years, the brand's sales plunged from Rs 148 crore (2012) to Rs. 117 crore (2014). Though Raymond's other brands registered a growth, Parx posted a massive de-growth of 18%. By 2017, Parx became the fastest growing brand under the branded apparel division of Raymond. It clocked a growth of 35%. Millennials (Gen Y) were responsible for this turnaround in Parx's fortunes. It had embarked on the transformation journey in 2015. Now the focus was on attracting those under 25. The brand had earlier loosely focused on all categories of products but then it decided to focus on a specific target segment of the population. Once Parx got its pricing and product right, success was a foregone conclusion. The apparel industry is highly competitive. Creating a compelling product proposition is essential. The right pricing can make the difference between success and failure of a brand's positioning. It also faced the challenge of pursuing a generation in constant flux. The product mix shifted from regular fit trousers and denim to slimmer and tapered fits. Regular styles of shirts were replaced with contemporary and casual styles. Raymond also introduced pop up stores at high traffic destinations like malls. This led to a reduction in costs and effectively dealing with the shortage of space. In-house innovative efforts led to a new supply model called as "parx express". Bleeding exclusive outlets were shut down. Then shifted the focus to occupy space at retail formats and multi-branded stores. Innovation across all product lines led to new lines such as Parx Denim, Parx Play and Black stag. Raymond decided to shift from traditional marketing to digital marketing. The company launched 'Parx Hunt' in colleges across the country that acted as a platform to talk to millennials. Seasonal brand campaigns further added value to the digital marketing efforts.

Parx learnt the biggest lesson – you can't be something to everybody. Targeting is important in digital marketing. When brands are greedy to target everyone, they lose mindshare and end up diluting their brand equity. Brand recall is limited which in turn limits the share of customer's wallet. Focusing on Gen Y (millennials) led to optimization of Parx's portfolio and a digital marketing plan that specifically catered to the target audience. The flipside of such a strategy is that Gen Y can be fickle and may seek greater variety leading to switching brands. Customer retention then becomes an issue. An enduring relationship with the brand complemented by sustained innovation and reduced new product development cycle time is what Parx's thinks it needs to manage for now.

Questions:

1. What strategies Raymond can use in digital marketing to sustain the growth of Parx brand?
2. In the context of the above case, highlight the benefits of targeting in digital Marketing.
3. Which media would you recommend to engage consumers belonging to Gen Y? Justify your answer.
