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B.M.S. COLLEGE FOR WOMEN, AUTONOMOUS

BENGALURU – 560004

SEMESTER END EXAMINATION – SEPT/OCT 2023

M.Com – 2nd Semester

DIGITAL MARKETING

Course Code: MCM204T

Duration: 3 Hours

QP Code: 12015

Max. Marks: 70

SECTION – A

Answer any SEVEN questions. Each question carries TWO marks.

(7X2=14)

- a. Mention any four Payment Options.
- b. State the merits of Email Marketing.
- c. Outline the IDIC Model.
- d. What are digital assets?
- e. Why is Customer Loyalty needed?
- f. What is SWOC analysis?
- g. What is a Database?
- h. Mention any two Customer Profiling Benefits
- i. What is “Word of Mouse”?
- j. Who are Social Media Influencers?

SECTION – B

Answer any FOUR questions. Each question carries FIVE marks.

(4X5=20)

2. Digital marketing is the act of promoting and selling products and services by leveraging online marketing tactics. Bring out the Advantages or benefits of digital marketing.
3. Analyse the various ways to Use Analytics to our Advantage.
4. I eat two pieces of bread and my neighbour does not eat at all, the average says that we eat one both, but in the end only one of us is satisfied. Outline the Digital Divide Ethical issues.
5. Explain the Guiding principles for ICANN
6. Identifying the characteristics of the people who are most likely to purchase your product is an important process in marketing. How to Create a Customer Profile?
7. Analyse Browsing behaviour model.

SECTION – C

Answer any TWO questions. Each question carries TWELVE marks.

(2X12=24)

8. Explain Search Engine Optimization, Benefits, Techniques, Top SEO tools.
9. With the STP process, you segment your market, target your customers, and position your offering to each segment. Explain its importance in marketing.
10. The man who stops advertising to save money is like the man who stops the clock to save time. Explain the importance of Role of Knowledge Management System in Marketing Industry.
11. Relationship marketing isn't about short-term wins or sales transactions — instead, it focuses on delighting customers for the long haul. Explain CRM Building Blocks.

SECTION – D

(Compulsory Skill Based Question)

Answer the following question carrying TWELVE marks

(1X12=12)

12. IPL teams digital marketing strategy by KKR

Even the Indian Premier League club couldn't avoid the digital world. Kolkata Knight Riders (KKR) is a Twenty20 cricket franchise that represents Kolkata in the Indian Premier League (IPL). It is co-owned by Shahrukh Khan, a well-known Bollywood actor.

Due to its digital marketing efforts, the KKR squad has the highest level of engagement with its fans and followers. During the early days, KKR showed a keen interest in gaining internet followers and worked on a number of objectives, including how to increase KKR brand awareness without mentioning Shahrukh Khan, how to stay tuned and connected with fans, and how to keep them up to date with the updates and latest news.

To increase fan interaction, they initially chose to launch "Inside KKR," a video blog dedicated just to KKR supporters, whose fans can readily access news.

Second, they had a website blog as well as an official mobile app that kept supporters involved and informed about the team's current happenings.

They devoted special attention to social media channels, and KKR's digital marketing team even hosted a live screen Facebook discussion in Facebook's Hyderabad headquarters.

KKR players held Twitter chats with their supporters and ran a unique "Cheer for KKR" campaign. This is for when any sports team adopts a digital strategy.

The campaign's outcomes include:

- KKR is the most active IPL team on Twitter.
- With over 466K Instagram followers, KKR has become the most followed IPL team.
- KKR's Facebook page had more than 15 million likes during the season, the most of any IPL franchise.

A. Discuss about monitoring social media.

B. Discuss about Public relations & Sales Promotion Offers.

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