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UNIVERSITY OF PETROLEUM & ENERGY STUDIES
DEHRADUN
End-Term Examination – May, 2018

Program/course: BBA (MM-GENERAL)   Semester – 4ᵗʰ
Subject: Social and Digital Media Marketing   **Max. Marks   : 100**
Code   : MKTG2009   **Duration   : 3 Hrs**
No. of page/s: 3

Section A: Attempt all the Questions [2x10 = 20 Marks]
Q1. Multiple choice questions and fill in the blanks.

i) It is a distributed problem-solving and production model that relies on an active online community to find solutions to problems-
   a) Crowdfunding
   b) Crowdsourcing
   c) Microtasking
   d) Social networking

ii) USSD stands for-
   a) Unstructured Signalling Service Device
   b) Unstructured Supplementary Service Data
   c) Unstructured Signalling Service Data
   d) Unstructured System Service Device

iii) Arrange the right hierarchy of needs for the mobile users - a) Entertainment, b) Belonging c) Basic communication d) Convinence and life advancement.
   a) b,c,a,d
   b) d,a,c,b
   c) c,b,d,a
   d) a,d,c,b

iv) Digital marketing strategy should be-
   a) Iterative
   b) Innovative
   c) Open to evolution
   d) All of the above

v) Video ads which show up on the right side of the search page of Youtube, known as-
   a) True View In-display
   b) Call to action overlay ads

c) True View In-stream Ads
d) None of the above

vi) These are the specific metrics or pieces of data that you will look at to determine whether your tactics are performing well and meeting your objectives.
   a) Location based targeting
   b) Call through rates
   c) Key performance indicators
   d) Interest group setting

vii) The total clicks on a link divided by the number of times that link was shown, expressed as a percentage, is termed as_____.

viii) The act of getting subscribers to confirm their initial subscription via a follow-up email asking them to validate their address is known as_____.

ix) The practice of optimizing a website to rank higher on the search engine results pages for relevant search terms is known as_____.

x) _____is the first step in the process of creating e-mail campaigns.

Section B: Attempt any 4 Questions (out of 5) [4x5 = 20 Marks]

Q2. Discuss the do's and don'ts for web content.

Q3. How does PPC and PPM advertising work? Discuss.

Q4. What do you understand with the concept of 'link building'in the digital marketing? Discuss.

Q5. Discuss the role of mobile in personal communication and its implications for marketers.

Q6. What is 'Adwords'? Discuss its advantages for the marketers.

Section C: Attempt any 2 Questions [out of 3] [2x15 = 30 Marks]

Q7. Discuss the step-by-step process of creating e-mail campaigns. Also, share your view regarding e-mail marketing as a tactic employed in digital marketing?

Q8. What is digital marketing strategy?Discuss the steps involve in crafting a digital marketing strategy by taking a product/service of your choice?

Q9. What do you understand with digital marketing? Explain the digital marketing process with suitable examples at every stage of the process?

Section D: Analytical/Situational/Case based:
Q10. Attempt all the questions [2x15 = 30 Marks]

Case study

Zando is a South African online fashion store that sells a wide range of clothes, shoes and accessories around the country. In an effort to increase their database of customers, Zando considered running an email-based marketing campaign. Zando approached Digital Fire, a digital marketing agency, to assist them with their email campaign. Zando wanted to create brand awareness, target new customers, grow their existing email database with quality leads, and increase traffic to their website in an effort to boost sales. Ideal new customers who fitted into their target market would need to be high-earning female South African urbanites.

To meet these business objectives, Digital Fire created an email campaign with an enticing Call to Action at its core. Readers were offered the chance for them and a friend to "win a new pair of shoes every month for a year". The campaign profiled and tracked user actions, and allowed readers to pass the email on to their friends easily. The Call to Action 'click here to enter' prompted readers to fill in their own details, and those of a friend, for the Zando database.

The email was sent to 70000 people in Zando's target market from a well-maintained opt-in email database, with a second follow-up email sent later. An impressive 29% of people who received the first email opened it, with 11800 people entering the competition with their personal details and signing up to the Zando email newsletter. This is a great result considering that traditionally direct mail has a response rate of around 0.1%. The follow-up email was sent to competition entrants, thanking them for entering the competition and encouraging them to have a look at the Zando website. An astonishing 78% of these recipients clicked though, which resulted in more than 5000 new visits to the Zando.

Key elements that contributed to the campaign's success were:

• A well-managed and filtered email contact database

• Striking design

• Effective copy

• A strong Call to Action

• An enticing incentive

• The entering mechanism where the reader and a friend's details were requested

Questions

    a)   Which elements of Zando's email marketing constitute best practice?

    b)   What role did the database play in this example? Why was it so important?