

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2019

Course: INTRODUCTION TO DIGITAL MARKETING (MKTG-3010)

Semester: IV

Programme: BBA- E-BUSINESS

Time: 03 HRS.

Max. Marks: 100

Instructions: This question paper consists of four sections viz. A, B, C and D respectively. Section A & D is compulsory. Attempt **any four** questions from section B and **any three** questions from section C. **Be precise in answering the questions and adhere to the time limit.**

SECTION A (2*10=20MARKS)

S. No.	QUESTIONS	Marks	CO
Q 1	In addition to having an e-business strategy, an e-marketing strategy also needs to be developed and there are three main operational processes involved. Which one is FALSE? a) Customer conversion b) Customer retention and growth c) Customer focus group development d) Customer acquisition	2	1
Q2	There needs to be an aligning of business and e-marketing strategies. Which of the following would be feasible strategic objectives? a) Cost reduction and value chain efficiencies b) Revenue generation c) Communications and branding d) Channel partnership with distributors using extranets e) They are all applicable	2	1
Q3	It is often useful at the outset to have a clear definition to refer to so which of the following is best suited to defining e-marketing? a) Achieving marketing objectives through the use of electronic communications technology b) The management process responsible for identifying, anticipating and satisfying customer requirements profitably c) Coordinating of the organizational activities that impact on the customer to deliver customer requirements d) The management of the range of organizational activities that impact on the customer as part of marketing	2	1
Q4	What is required in addition to a broad e-business strategy to detail how the sell-side specific objectives of the e-business strategy will be delivered through marketing activities such as research and communications? a) Marketing orientation b) The marketing concept c) geographical community d) geo-political community	2	1

Q5	<p>Current and future projections of customer demands for e-commerce services are conducted through demand analysis. How can this be done, for example, with search engines?</p> <ul style="list-style-type: none"> a) By using search engines keyword tools b) View web analytics reports from company sites c) Use search engine services which show volume of search terms typed in by search engine users d) All of the above can be employed 	2	1
Q6	<p>Companies need to decide how to highlight their product benefits over those of competitors, which gives rise to the term 'differential advantage'. To position a product or service and to emphasize the benefits, something similar to a 'unique selling point' needs developing. What is this called though?</p> <ul style="list-style-type: none"> a) Psychographic segmentation b) Online selling point c) Online value proposition d) Behavioral targeting 	2	1
Q7	<p>To be effective, an online value proposition needs exceptional, compelling content and experience for customers from the website and other electronic media. A content strategy plans and manages this process. Which of the items below is out of place in a content strategy?</p> <ul style="list-style-type: none"> a) Content engagement strategy b) Content access platform c) Content media d) Content synchronization 	2	1
Q8	<p>There are many differences between marketing communications in the traditional media (e.g. TV, print, radio) and new digital media (e.g. websites, interactive TV). As far as interactivity is concerned, traditional media works on a 'push' basis and the marketing message is broadcast to the customer but what about new digital media?</p> <ul style="list-style-type: none"> a) There is essentially no difference between traditional and new digital media b) The consumer is more passive c) New digital media encourages interactivity d) None of the above correctly summarize the situation 	2	1
Q9	<p>What could be an implication for an organization if an e-business strategy is not clearly defined?</p> <ul style="list-style-type: none"> a) Clear direction of e-business strategy b) Effective integration of e-business at a technical level c) Greater opportunities from evaluation of opportunities d) None of the above are applicable 	2	1
Q10	<p>Effective strategies link objectives and performance together, while prioritizing objectives can facilitate and communicate an e-business vision. As such, e-business objectives should be SMART but within this acronym, what does R stand for?</p> <ul style="list-style-type: none"> a) Responsible b) Relevant c) Representative d) Reliable 	2	1

SECTION B (5*4=20MARKS) ANY FOUR

S.No.	ANSWER THE FOLLOWING QUESTIONS BRIEFLY	Marks	CO
Q1	What do understand by the term Social Media? Explain two advantages and disadvantages of incorporating social media in business.	5	1
Q2.	Why Twitter is the most preferred platforms by Celebrities and politicians? Give reasons.	5	2
Q3	What do you understand by the term Black Hat SEO and White Hat SEO	5	2
Q4	Differentiate between SEM & SEO	5	1
Q5	How LinkedIn has proved as a useful recruitment tool for HR professionals. Explain.	5	2

SECTION-C (10*3=30MARKS) ANY THREE

S.No.	ANSWER THE FOLLOWING QUESTIONS IN DETAIL	Marks	CO
Q1	Describe the seven types of people characterized by the social technographics ladder. Which of the types is the most important to marketers using social media marketing? Why do you say so?	10	3
Q2	Explain the main elements of Website Audit in detail.	10	3 & 4
Q3	Explain in detail the different types of content as per content value ladder in social publishing.	10	2 & 3
Q4	Explain in detail various buying models of display advertising with examples.	10	2 & 3

SECTION-D (15*2=30MARKS)

S.No.	Read the following case and the questions that follow	Marks	CO
	<p style="text-align: center;">Albert Heijn: Where Off- and Online Meet Each Other</p> <p>Appie was voted winner of the ‘Best Mobile Application’ category in the 2010 Accenture Innovation Awards. Appie is a well-known iPhone app that helps to build customer loyalty.</p> <p>With Appie a shopper can make a shopping list, find recipes, promotions and order online. The shopping list will present the products in a way that matches the way you walk through your store. Ingredients from a recipe can be put directly on the shopping list. Products that have been bought before can be remembered and promotions can be highlighted. In the store products can be scanned to add them or remove them from the list. Consumers can also share their shopping list with other people. When they put a product on the list, others can see this as well. Therefore, households can avoid buying the product twice. In addition, they can twitter and place messages on Facebook walls; what do they like or dislike.</p>		

	<p>A link with Albert.nl, Albert Heijn's home delivery service has also been created recently. The customer can choose to pick up their order or have it delivered. The payment process had to be safely organised before this functionality could be added. The supermarket chain, later than Tesco, also started to offer free Wifi in their stores, the reason for this experiment being that in a number of Albert Heijn stores there is no mobile internet available. To be able to use the mobile shopping aid, Appie, connection to the internet is necessary.</p>		
Q1	<p>Explore in what sequence Albert Heijn extended the functionality of its mobile app. Argue why they have chosen this path.</p>	15	2 & 3
Q2	<p>In your opinion, what is the role of such a mobile application within the integrated social media strategy of Albert Heijn or a comparable supermarket?</p>	15	3 & 4

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SECTION A (2*10=20MARKS)

S. No.	QUESTIONS	Marks	CO
Q 1	<p>There are many differences between marketing communications in the traditional media (e.g. TV, print, radio) and new digital media (e.g. websites, interactive TV). As far as interactivity is concerned, traditional media works on a 'push' basis and the marketing message is broadcast to the customer but what about new digital media?</p> <p>a) There is essentially no difference between traditional and new digital media b) The consumer is more passive c) New digital media encourages interactivity d) None of the above correctly summarize the situation</p>	2	1
Q2	<p>What could be an implication for an organization if an e-business strategy is not clearly defined?</p> <p>a) Clear direction of e-business strategy b) Effective integration of e-business at a technical level c) Greater opportunities from evaluation of opportunities d) None of the above are applicable</p>	2	1
Q3	<p>Effective strategies link objectives and performance together, while prioritizing objectives can facilitate and communicate an e-business vision. As such, e-business objectives should be SMART but within this acronym, what does R stand for?</p> <p>a) Responsible b) Relevant c) Representative d) Reliable</p>	2	1
Q4	<p>Companies need to decide how to highlight their product benefits over those of competitors, which gives rise to the term 'differential advantage'. To position a product or service and to emphasize the benefits, something similar to a 'unique selling point' needs developing. What is this called though?</p> <p>a) Psychographic segmentation b) Online selling point c) Online value proposition d) Behavioral targeting</p>	2	1

Q5	<p>To be effective, an online value proposition needs exceptional, compelling content and experience for customers from the website and other electronic media. A content strategy plans and manages this process. Which of the items below is out of place in a content strategy?</p> <ul style="list-style-type: none"> a) Content engagement strategy b) Content access platform c) Content media d) Content synchronization 	2	1
Q6	<p>What is required in addition to a broad e-business strategy to detail how the sell-side specific objectives of the e-business strategy will be delivered through marketing activities such as research and communications?</p> <ul style="list-style-type: none"> a) Marketing orientation b) The marketing concept c) geographical community d) geo-political community 	2	1
Q7	<p>Current and future projections of customer demands for e-commerce services are conducted through demand analysis. How can this be done, for example, with search engines?</p> <ul style="list-style-type: none"> a) By using search engines keyword tools b) View web analytics reports from company sites c) Use search engine services which show volume of search terms typed in by search engine users d) All of the above can be employed 	2	1
Q8	<p>In addition to having an e-business strategy, an e-marketing strategy also needs to be developed and there are three main operational processes involved. Which one is FALSE?</p> <ul style="list-style-type: none"> a) Customer conversion b) Customer retention and growth c) Customer focus group development d) Customer acquisition 	2	1
Q9	<p>There needs to be an aligning of business and e-marketing strategies. Which of the following would be feasible strategic objectives?</p> <ul style="list-style-type: none"> a) Cost reduction and value chain efficiencies b) Revenue generation c) Communications and branding d) Channel partnership with distributors using extranets e) They are all applicable 	2	1
Q10	<p>It is often useful at the outset to have a clear definition to refer to so which of the following is best suited to defining e-marketing?</p> <ul style="list-style-type: none"> a) Achieving marketing objectives through the use of electronic communications technology b) The management process responsible for identifying, anticipating and satisfying customer requirements profitably c) Coordinating of the organizational activities that impact on the customer to deliver customer requirements 	2	1

	d) The management of the range of organizational activities that impact on the customer as part of marketing		
SECTION B (5*4=20MARKS) ANY FOUR			
S.No.	ANSWER THE FOLLOWING QUESTIONS BRIEFLY	Marks	CO
Q1	Define Digital Marketing. What is Picture superiority effect in Digital Marketing	5	1
Q2.	Why Twitter is the most preferred platforms by Celebrities and politicians? Give reasons.	5	2
Q3	Explain Social Commerce Zone of social media briefly. Give Examples	5	2
Q4	What are the three important skills required by a digital marketer?	5	1
Q5	How LinkedIn has proved as a useful employee referral and recruitment tool for HR professionals. Explain.	5	2
SECTION-C (10*3=30MARKS) ANY THREE			
S.No.	ANSWER THE FOLLOWING QUESTIONS IN DETAIL	Marks	CO
Q1	There is a difference in social media customer segmentation and offline customer segmentation. Do you agree with this statement? In view of the above statement, explain in detail the different customer segment in technographic of social media.	10	3
Q2	Explain in detail Digital Marketing Plan. Give examples	10	3 & 4
Q3	Digital marketing largely depends on POEM framework. Do you agree with this statement? Imagine you have recently opened a dry-clean outlet Which elements of the POEM framework you will apply and Why?	10	2 & 3
Q4	Explain consumer decision-making process. Which stage of the decision-making process is most affected by the dimensions of social commerce? Explain.	10	2 & 3
SECTION-D (15*2=30MARKS)			
S.No.	Read the following case and the questions that follow	Marks	CO
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	<p>people. When they put a product on the list, others can see this as well. Therefore, households can avoid buying the product twice. In addition, they can twitter and place messages on Facebook walls; what do they like or dislike.</p> <p>A link with Albert.nl, Albert Heijn’s home delivery service has also been created recently. The customer can choose to pick up their order or have it delivered. The payment process had to be safely organised before this functionality could be added. The supermarket chain, later than Tesco, also started to offer free Wifi in their stores, the reason for this experiment being that in a number of Albert Heijn stores there is no mobile internet available. To be able to use the mobile shopping aid, Appie, connection to the internet is necessary.</p>		
Q1	Explore in what sequence Albert Heijn extended the functionality of its mobile app. Argue why they have chosen this path.	15	2 & 3
Q2	In your opinion, what is the role of such a mobile application within the integrated social media strategy of Albert Heijn or a comparable supermarket?	15	3 & 4