K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: P.G.D.M / MMS ELECTIVE, V Tri (Batch 2016-18)

Subject: DIGITAL MARKETING
(End-Term Examination)

**Date of Exam:28/12/2017**   **Time: 3 Hours**   **Marks: 50**

Notes:
- **Q 1 is a compulsory question (20 Marks)**
- **From the rest attempt any 3 (10 M each)**

Q1. (20 M)
Design a Digital Marketing Strategy for automobile brand Volkswagen in India. Currently, Maruti is a leading automobile brand in India followed by Hyundai, Mahindra & Tata. At present Volkswagen India is having 1.64 % market share and for 2018 the

Passenger vehicles market share: FY 2016-17
SIAM
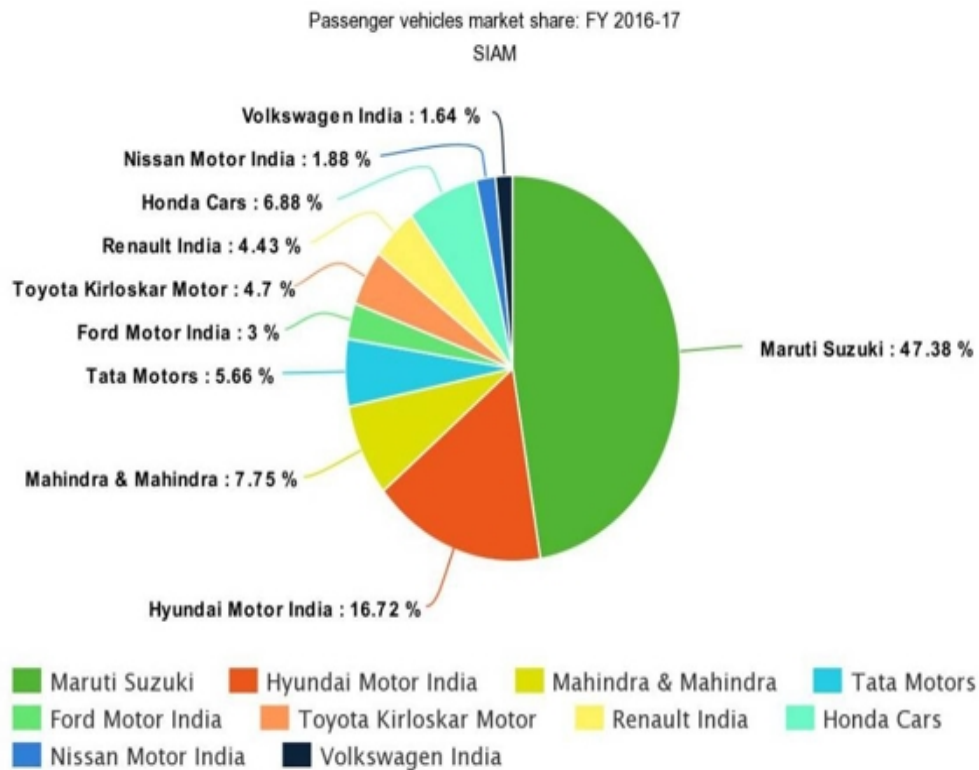
company is aiming to achieve 4% market share overtaking Nissan at the end of 2018.

From Digital medium the expectation is as follows:
1. Branding – To build top of mind Recall
2. Performance – To generate leads (qualified leads). A quality lead is defined as a test drive. No. of cars to be sold for 2018 is 1,00,000 overall which includes all the models. The ratio of leads to sales 20:1.

The performance can be measured and tracked end-to-end in the Digital Consumer journey.

Based the above information following is the requirement:
a) What should be the Digital Marketing Strategy for 2018?
b) What types of Digital Marketing Ideas (Innovation / Tie-ups) can be implemented which help increase top of mind recall and drive sales?
c) Which Digital Media Platform should be selected and why?
d) What will be ideal media budget split for the platform selected?

Q. 2 What is Digital Marketing? Explain Pros & Cons of Digital Marketing over Traditional Marketing with examples? (10M)

Q. 3 What is Social Media Marketing? Explain with examples advantages and disadvantages? **(10M)**

Q. 4 How is LinkedIn used for Business? Explain with examples advantages and disadvantages? **(10M)**

Q. 5 Is Video marketing beneficial in Digital Age? What are the Top Digital Video Platforms in India? Explain YouTube Ad-types and HotStart Ad-Types? **(10M)**

Q. 6 What is the Importance of Programmatic? Explain benefits of using Programmatic? **(10M)**

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