

K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

PGDM (COMM) 2017 – 19 BATCH – III TRIM

(End Term Exam)

Digital & Social Marketing

Date : 27/03/2018

Time : 3 Hours

Marks : 50

Q1. Case Study Compulsory

**20 Marks**

Design a Digital Marketing Strategy for automobile brand Skoda in India. Currently, Maruti is a leading automobile brand in India followed by Hyundai, Mahindra & Tata. One of the key challenge to be addressed is consumer perception is the cost of ownership issue which is service and maintenance of the car is too high. But for Škoda, ideally that is not the case

Škoda Offerings:

1. ŠKODA presents to its customers a-one-of-its-kind warranty service which spans up to 4 years / 100,000 Kms\*
2. Quality assurance with genuine replaced parts
3. Risk cover against unexpected repair

From Digital medium the expectation is as follows:

1. Brand Awareness and Consideration
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.

Basis 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 and improve
- C. Which Digital Media Platform should be selected and why?
- D. What will be ideal media budget split for the platform selected?

Q2 Attempt 3 out of 4

**30 Marks**

- A. Is Video marketing beneficial in Digital Age? What are the Top Digital Video Platforms in India? Explain YouTube Ad-types and HotStart Ad-Types?
- B. What is Digital Marketing? Explain Pros & Cons of Digital Marketing over Traditional Marketing with examples?
- C. Importance of Programmatic? Explain benefits of using Programmatic?
- D. What is TV-to-Mobile technology? Explain the process and the benefits of implementing the technology?