

Time allowed: 2 Hrs and 30 Min

Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No. on every page of the question paper, writing anything except the Roll No will be treated as Unfair Means. In case of rough work please use answer sheet.

Sections	No. of Questions to attempt	Marks	Marks
A	3 out of 5 (Short Questions)	5 Marks each	3*5 = 15
B	2 out of 3 (Long Questions)	10 Marks each	2*10 = 20
C	Compulsory Case Study	15 Marks	15
		Total Marks	50

Section A (answer any 3 questions)

Maximum Word Limit to Each Answer Is 250 Words

Q1. Briefly discuss some of the ways in which a website can track the effectiveness of its SEO efforts

Q2. What is dynamic pricing? Briefly discuss different types of dynamic pricing?

Q3. Fashion retailer Mynta and food startup Faasos, which went app only route previously, reintroduced their websites. Why did these companies go app only route in the first place and why have they reintroduced their websites?

Q4. The number of cyber crimes have increased over the years. Briefly discuss the most common cyber crimes companies face with suitable examples?

Q5. What are private communities? How can they be used for marketing research? Discuss the types of research for which they are suitable and not suitable?

Section B (answer any 2 questions)

Maximum Word Limit to Each Answer Is 500 Words

Q6. Some people argue that Facebook may replace traditional research methods. Discuss how Facebook can be used for marketing research and understanding human behavior. What are the pros and cons in using Facebook for research?

Q7. What are the challenges faced by ecommerce industry in India? Discuss with suitable examples

Q8. What is content marketing? Discuss how blogging can help companies. Elaborate the good practices in blogging.

Section C: Case

READ THE "BRAND : MICHELINA'S" CASE AND ANSWER THE FOLLOWING QUESTIONS

Q1. How did Michelina's leverage the use of paid, owned and earned media with its campaign?

Q2. How did Michelina's campaign address different types of social media participation?

Brand: Michelina's

Bellisio Foods, Inc., is a frozen food manufacturer whose longest standing brand is Michelina's. Michelina's is the little green box located in the frozen food aisle. It was founded by Jenò Paulucci just a few years after his family moved to America from Bellisio Solfare, Italy. Jenò was born in 1918 and always had an entrepreneurial outlook and a strong work ethic. He made food his life. While Jenò was growing up, his father worked in the iron mines of Minnesota and his mother cooked and catered to the families in the area. Always being a family man, Jenò later founded the frozen food brand and named it in honor of his mother, Michelina, and her authentic recipes. Currently, Bellisio Foods is the third largest frozen food manufacturer in the country and makes over two million Michelina's entrees per day. While Bellisio Foods is a leader in the frozen food category, it was not even considered a follower, or fan, of social media until April 2013.

In January 2013 Bellisio Foods, headquartered in Minneapolis, Minnesota, partnered with a digital marketing agency to develop a new, responsive website for Michelina's. The new website sought to improve the user's experience and serve as a source of information. In April 2013, the digital agency and Bellisio spearheaded Michelina's social media initiative to drive awareness to the brand and participate with social consumers. It did so using the brand persona of Mama Michelina. This persona is used across all channels and vehicles. The strategy was based on enabling organic content from brand fans, but eventually included a social media campaign, paid search engine advertising, contests, and more.

After numerous ideation and brainstorming sessions, it was agreed that the first ever campaign would be Make it Your Michelina's. A type of appeal for user-generated content, Michelina's challenged their fans and followers to submit pictures of how they put their own unique spin on the brand's already delicious recipes. Before the campaign was opened for user submission, Bellisio and the agency created their own recipes to aid in inspiring fans and followers to put their creative aprons on and get to cooking.

Bellisio also partnered with a third-party company that connects social media content creators with brands. This third-party company carefully selected multiple bloggers to make their own Michelina's meal and write about how convenient and fun it is to put your own twist on things. Bellisio provided the bloggers with \$10 gift cards that allowed them to purchase a Michelina's frozen meal of their choice along with whatever ingredients they wanted in order to make it their own so that they could get to blogging! This was all part of the strategy to drive attention and awareness to the campaign and to Michelina's brand. Bellisio and the agency also incorporated social advertising to reach more people in the target audience with Facebook social ads and promoted posts, a form of native advertising.

What was the incentive to inspire user-generated content behind the Make it Your Michelina's campaign? A year's worth of Michelina's! For 4 weeks, the agency chose a weekly winner who won a week's worth of Michelina's, and in the fifth week of the campaign, a grand prize winner was awarded 365 days of Michelina's. This campaign was also a good gateway for the brand to enter Pinterest. Within the Make it Your Michelina's Pinterest board were pins of the pictures Bellisio and the agency had created to inspire fans as well as all of the entries of consumers. After numerous submissions and a creative strategy to vivaciously promote the campaign, the first milestone of Michelina's was accomplished: a successful B2C social media marketing campaign. In the month of September Michelina's had a 45% increase in fans on Facebook, and an over 300% post-reach increase due to organic engagement and paid ads due to the heightened number of posts featuring the campaign. The brand's Twitter account increased 30% in September with an engagement increase of over 500% and a Retweet Reach increase of over 300%. Why? Clearly, the Make it Your Michelina's campaign showed the importance of communicating with consumers and keeping them intrigued and knowledgeable about the brand.

Within a year of launching the Michelina's digital initiative, the brand was able to achieve 65,000 "likes" on Facebook and currently has over 5,200 followers on Twitter. The brand continues to produce engaging content and strives to keep consumers happy and in the know.