

PGDM, 2015-17
Digital Marketing
DM - 433

Trimester – IV, End-Term Examination: September 2016

Time allowed: 2 Hrs 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**. All other instructions on the reverse of Admit Card should be followed meticulously.

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 out of the 5 questions:

Q1. What is a Buyer Persona? What key elements will you capture while creating a Buyer's Person? Create 1 buyer persona for BIMTECH Management institute.

Q2. What are the different ways to bid on Google AdWords for Search and Display Network? What are the different types of ad formats that you find on YouTube and how does one bid on them?

Q3. What is meant by a 'Cookie'? How does a Cookie help in Remarketing? How is remarketing dependant on the users' browser.

Q4. Name any 5 different campaign types offered by Facebook. Identify when will you use each campagin type.

Q5. For your website to rank higher on Google Search, what are the key elements that you need to take care of? What is meant by 'On Page' and 'Off Page' SEO.

Section: B : Answer any 2 out of the 3 questions:

Q6. Name any 3 trends identified by Mary Meeker in her Internet Trends report of 2016? How will these trends impact marketers of the future. Show with atleast one example with relevance to the Indian market.

Q7. As per the Google Advertising network, how is a Search Network different than a Display Network? Point out atleast 3 major difference between the two networks. Which Network will you chose for performance marketing and brand building?

Q8. What are the different forms of Media, and how are they different from each other? Name a few under each category. Also, identify where will you categorise traffic that comes through:

- Your website's blog
- Google AdWords Ads
- Times of India Newspaper
- Facebook Shares

Section C: Compulsory Case Study (All questions at the end)

Case: How Amul is using Digital Marketing to grow its sales

Background:

Amul is the most successful Indian brands in the FMCG industry. Amul in the past years was known for creating white revolution in India and now it has made India the largest producer of milk and milk products all across the world.

Amul started the business with milk as its starting product which is still their most demanding product. But with changing time and changing demand, Amul added more items to its product list. Currently Amul manufactures milk, milk powder, sweets, ghee, butter, cheese and many other widely used dairy items.

Amul is the oldest dairy brand in the country and has become a household name in India. The brand led the Indian dairy industry and ranked India number 1 on the global level. As the increasing population needs more dairy products, Amul and some other giants in the dairy industry like Verka, Sudha, Paras, Mother Dairy are fulfilling the daily needs of the people.

Marketing strategy till now:

Amul always tried to provide their products at the best price. Its presence in every nook and corner has made it approachable in each house. They have not invested too much on Television advertisements. Rather they now prefer to use social media for their promotion and increase their presence. The brand actively uses two major social media platforms Facebook and Twitter. Recently it has used great graphics and videos for the Rio Olympics 2016.

Amul on Facebook

Amul on Facebook has been able to attract more than 1.2 million fans with their winning content tool. Earlier they used banners, posters to promote their brand but with the social media coming in action, they leveraged it to their business and utilized it effectively. The whole business promotion revolves around the butter girl to create content which centered about the latest happenings. It presents the post in a very different way to attract the users and create buzz among the youth.

Amul on Twitter

However the content on twitter remains same as on their Facebook page, they have managed to get a huge twitter follower of 51.8K. The brand has become able to surpass many namely Indian brands. Amul never leaves an occasion without tweeting with great interacting graphics and content.

Results Achieved

Without stepping in the hardcore marketing, Amul has made its way of success. It is now a household name in the Indian families with their wide range of dairy products. With many big players in the dairy industry, Amul is the only name which is on everyone's lips for dairy products. It has contributed the most in making India number 1 in milk production.

Way Forward

With the current success, Amul wants to start a platform and help sell its products more aggressively through ecommerce platforms that will deliver their products directly to the doorsteps every morning. Users can login to the website www.Amul.com and order their daily needs. Amul needs your help to create and execute their new marketing plan.

Questions:

Q1: Amul is already using facebook and twitter? What are the other digital marketing platforms should they be using and how? Will it be a good idea to invest in SEO, and other social media platforms like Pinterest?

Q2: Create 2 different ads for the company that can be run on Google AdWords for a Search Marketing Campaign. The ads should have 2 lines for headline (max of 25 characters each), a description line (80 characters max), and a final URL (website address). Objective of the ads should be to sell the Amul chocolate.

Q3: Name 3 ways in which Amul can promote their products using Twitter. What kind of ads does twitter allow and how will Amul leverage those ad formats.