PGDM, 2017-19

Digital Marketing

DM - 331

Trimester – III, End-Term Examination: March 2018

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

A1. From Google Analytics, what does Session, User, Page Views, Bounce Rate, and Exit Rate mean?

A2. How are Paid, Owned and Earned Media different? Kindly explain with a few examples of each.

A3. What is a Buyer Persona? Explain with the help of an example.

A4. What are the ways in which companies can use Twitter to market their products?

A5. ow does a Search Egnine work? Pls explain the steps that a search engine like Google takes to esure that they are serving the most appropriate results in the shortest period of time.

Section B

31. Within Google AdWords, how is the Ad Rank determined on the Google Search Network? What are the lements of a Quality Score?If your advertising objective is to get maximum traffic by spending as little as ossible, how will you optimise your campaigns.

2. What are the steps involved in a Buyer's Jouney. Kindly write down the steps and expain with an xample.

3. Name any 3 trends identified by Mary Meeker in her Inernet Trends report of 2018? How will these ends impact marketers of the future. Show with atleast one example with relevance to the Indian market.

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Section C

Case: How Subway become the world's largest food chian leveraging Social Media

Background:
McDonalds' is the fastest growing fast food chain in the world. Founded in America, , they have over 44,800 stores in the world

In 1974, McDonalds' started its business through franchise model. Eight years later, the company with a lot of learnings and experience grown from 16 stores up to 200 stores which later by 1990 was at 5,144 locations, with a goal to reach 8,000 stores by 1995. But here came the twist. Growing interest of customers strengthened the company to reach 10,000 stores, not 8,000 by 1995.

Present Marketing Strategy of McDonalds'
McDonald's provides fresh food according to customer's requirement.
The restaurant chain provides easy and cost effective franchise model.
McDonald's has hosted many social events and programs.
McDonald's has leveraged social media very effectively to increase their sales.

Unique Value Proposition (USP) for McDonald's:
Easy access: McDonald's restaurants are efficient to build, and require less floor space than the average store. As a result, Subway can easily open a restaurant nearly anywhere.

Healthy perception: "When customers want something fresh and light then McDonald's is an easy choice. Its range of vegetables and cold cuts lend to a broader brand perception of Subway being better for you.

Customizable recipe: Today customers want to eat what they want. McDonald's has responded to this trend by testing tablets that allow customers to customize a burger. Subway has been all about customization from the beginning that added to its popularity.

Simple franchising model: McDonald's stores are easy and economical to open. As a result, franchisees are lining, up.

McDonald's goes Digital

McDoanld's is planning to spend a big team in digital world. McDonald's is assembling a digital team of 150 full time employees over the next year. The brand will make use of engaging content, with the digital team to focus mainly on technology development and digital strategy. It knows that loyalty program means a lot for the customers and that's the reason that it's digital marketing plan focuses on the customer's experience on mobile program loyalty. Last year McDonald's released an integrated mobile app for Android, Apple, and PayPal. Their website is www.McDonalds.com

Will you be the leader of the McDonald's Digital team and help them create a winning strategy and execution plan?

Questions (All questions are for 5 marks each):

C1 Please point out the various Digital Marketing Platforms that McDonald's should be present in to create awareness and drive sales of its restaurants? Please be as exhastive as possible.

C2. Given that McDoanlds' wants to focus on Loyalty products, what Digital Marketing techinques shall they deploy to show ads to people who have visited their website? Which platforms amongst Google and Facebook allow this kind of targeting? What are the challenges for this kind of marketing?

C3. Create 2 Google AdWords text ads for McDonald's, each having 2 headlines (25 character each), one description (80 charactoers) and one Final URL (website name). Both ad variation should talk about different USPs for McDonalds'.

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