

Roll No.

Total No. of Pages : 02

Total No. of Questions : 17

**MBA(2018 Batch) (Sem.-4)**  
**INTERNATIONAL AND SOCIAL MEDIA MARKETING**

**Subject Code : MBA-925-18**

**M.Code : 77810**

**Date of Examination : 05-07-22**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES :**

1. **SECTION-A** contains **EIGHT** questions carrying **TWO** marks each and students have to attempt **ALL** questions.
2. **SECTIONS-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and students have to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consist of **ONE** Case Study carrying **TWELVE** marks.

**SECTION-A**

**Write short notes on :**

1. What is international marketing?
2. Write a short note on NAFTA.
3. Differentiate between WTO and GATT.
4. Explain the benefits of social media in today's scenario.
5. Elaborate the EXIM policy of India.
6. What is International promotional mix?
7. What are Reaction checks?
8. What do you mean by Ethnocentrism?

**SECTION-B**

**UNIT-I**

9. What is 'international business environment'? How does social and economic environment affect on business at international level?
10. Explain the reasons and objectives for the firms going global?

## UNIT-II

11. What is the role of internet in the international distribution? Elaborate with examples.
12. What are the various international distribution channels and how are they executed?

## UNIT-III

13. Define social media marketing? Also, explain the emergence of social media marketing as a popular tool used nowadays with the help of real life examples.
14. What are the different types of social media channels / platforms used to promote the business in digital world? Explain its advantages and disadvantages.

## UNIT-IV

15. How does mobile marketing strategy differ between device types and town-class? Explain with examples.
16. Why is social media so important in Search Engine Optimization?

## SECTION-C

17. A new advertising campaign that McDonald's India introduced in the Indian market is new Mcspicy range of products in 2011. McDonald's introduced a new product range in the Indian market called the Mcspicy range. It launched a new advertising campaign range called 'How spicy is Mcspicy' to promote its new product. The aim of the campaign was to project McDonald's as a youthful brand that met the tastes and preferences of the youth. The prelaunch campaign involving a viral called 'The Great spicy speculation' proved to be a success and reached 256000 people, unlike its previous campaign. McDonald's used social media like social networking sites and messenger services extensively for the new campaign.

The main campaign was later launched in a variety of media channels like in store, television, radio, outdoor, and online promotions. Apart from the use of social media for its new campaign, McDonald's also used several technologies innovation to reach the targeted customer base. Kiosks, LED hoardings, and virals on internet were extensively used to reach the target base. There was mixed response to the new campaign from customers. While some customer said that the campaign met the tastes and preferences of the customers, others said that there was a disconnect between the new Mcspicy menu and the core message of the campaign.

### Questions :

- a. Explain the importance of selecting the right target segment for an advertising campaign.
- b. What is your opinion about selecting multiple channels for an advertising campaign?
- c. Explain the growing importance of social media in the advertising mix of products targeted at the youth.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**