

Roll No.

Total No. of Pages : 03

Total No. of Questions : 10

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

Subject Code : MBA/925/18

M.Code : 77810

Date of Examination : 24-05-2024

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

1. Write short notes on :

- i. Online payment system
- ii. Big data analysis
- iii. International trade barrier
- iv. Political influence in International Market
- v. Pricing policy
- vi. Promotion Mix
- vii. Social commerce
- viii. Social media marketing farmwork.

SECTION-B

UNIT-I

2. What are the main causes for going International market? What are the international market entry strategies?
3. Describe the International marketing research. What are the factors affecting the marketing research in International market? Discuss the process of marketing research.

UNIT-II

4. Discuss the EXIM policy of India. What documents are required for export? What is the role of export promotion organisations?
5. Discuss the role of International communication policy. What will be the marketing mix for International market and how its decided?

UNIT-III

6. How traditional marketing is different from modern marketing? What are the various platforms for social media marketing and what are their features?
7. Discuss the consumer behavior on the internet. Highlight the Social Media Marketing strategies.

UNIT-IV

8. What is SEO and how its different from the SEM? What are the strategies of SEO?
9. Critically comments on the Blogging, Streaming Video, Podcasts and Content creation and sharing.

SECTION-C

10. Case Study :

Godrej as a brand has been already established as a household name. However, its pedigree is that of stability rather than innovation, especially in the appliances segment. To break free of this impression they devised a branding + personification strategy. Literally the appliances would speak for themselves.

Godrej Indispensables, an online web sitcom starring various products. Why Indispensables? Well, they are confident that the products abilities to handle all that is

thrown at them in a day-to-day functioning of a household. They are the silent protectors of a family's home, the behind-the-scenes heroes of everyday chores. Every episode shows them faced with a daily plight which they resolve in a way unique to their persona. Using 3D animation, we brought to life these selfless helpers and given them a wide variety of quirks and personalities.

So far, the videos have garnered cumulatively over 50000+ views on Youtube. A special hashtag called #TheIndispensables was created to launch the first series of videos. In it they asked out followers to list out their gadgets which they felt were indispensable to them. This #tag trended globally and gave the campaign a sizable boost in impressions. The products themselves will dispense some much-needed advice on how to better operate them. Going Ahead - The Indispensables will continue to thwart household crisis, and keep audience entertained and informed.

Questions :

- i. *How does an appliance brand enhance brand presence in an already cluttered social space?*
- ii. Online consumers read reviews and recommendations when making a purchase. Justify.
- iii. What advantages Godrej can enjoy if they are successful in Online Marketing?

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.