

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 : 28-11-2025

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. Answer the following :

- a) What is social media marketing mix?
- b) Define Product standardization.
- c) Need of Strategic communication.
- d) What is the role of Blogging?
- e) SEO versus SEM
- f) Define International non-tariff.
- g) Market targeting
- h) Online Promotion mix

SECTION-B

UNIT-I

2. What is international marketing environment and what are the factors affecting the international marketing strategies?
3. Elaborate the barriers for international marketing. Explain in details the STP for international market.

UNIT-II

4. Describe the pricing and how the price is decided by the business organization in international market? Discuss the factors affecting the pricing strategies.
5. Explain the EXIM policy of India. Discuss the actions taken by government for the export and import.

UNIT-III

6. What is consumer behaviour in online market and what are the factors affecting the consumer behaviour in social media market?
7. Elaborate the concept of social media marketing and discuss the strategies for SMM?

UNIT-IV

8. Explain in details the emerging trends in social media marketing and what are their features?
9. What is social media campaign and what are its elements? Discuss the sources of revenue for social media marketing.

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 are 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 ad 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.

Question :

- a) How does an appliance brand enhance brand presence in an already cluttered social space?
- b) *“Online consumers read reviews and recommendations when making a purchase”*. Justify?
- c) 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.