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Roll No. _____

PGM-45167

M.B.A. (Second Year Autumn Semester)

Examination, 2017-18

Digital Marketing

(MAN-653)

Time Allowed : Three Hours]

[Maximum Marks : 60

Note: Attempt **all** questions. **All** questions carry equal marks.

Unit-I

1. What is digital marketing? Discuss the salient features of the changing marketing landscape.

OR

Discuss the concept of the behavioural Internet.

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Unit-II

2. What are the different methods used for consumer segmentation?

OR

How can companies use the virtual space to gauge the consumer sentiments for their products or organization?

Unit-III

3. What is social media? Discuss Mckinsey's social media model for marketers. What do you understand by the "Economic Logic of Hype"?

OR

How can the brand equity pyramid help organizations in formulating a digital brand ecosystem?

Unit-IV

4. What is CGM? How can companies use CGM as an organizational resource to generate positive word-of-mouth for its consumers?

OR

What shifts in the marketplace have paved a way for gamification as a marketing tool?

Unit-V

5. Read the following carefully and answer the questions given at the end:

Consumer brand association with Volkswagen classifies the brand as trendy, adventurous, stylish, fashionable, luxurious, upmarket, magnificent, and urban. The company represents brands from the low-consumption, small cars to luxury-class vehicles and has developed a positive relationship with the consumer base.

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Surveys by the company for targeting the Indian consumers revealed a population comprising a large consumer base-a population that was aspirational and demonstrative.

The Volkswagen group, India is a part of Volkswagen AG, which is globally represented by 12 brands from seven European countries. Eleven automotive brands, namely Volkswagen passenger cars, Audi, Bentley, Bugatti, Lamborghini, Porsche. Scania, SEAT, Skoda, Volkswagen commercial vehicles, and MAN and one motorcycle brand namely, Ducati.

Superior benchmarking and classification make VW an advanced brand which adds to its popularity in the consumer mindset. The highest-volume brand of the group is Volkswagen, which has strategically made acceptable inroads into the Indian market. The company has been sensitive to the In-

dian consumer segments which value their convenience and have incomes to match their expectations. The company decided to target this segment using carefully crafted online campaigns on LinkedIn. LinkedIn was chosen as the platform for marketing because of its professional image as compared to other channels and networks. The company was hoping to reason with a proficient set of individuals, who would be quick in decision making and reflect significant goal clarity. Through the strategic use of LinkedIn, Volkswagen India was able to garner nearly 3000 car recommendations in under a month.

SEGMENTATION

Surveys had told VW that consumer professional identity affects their car choice. As a result, the company decided to use LinkedIn as an effective component of its social media strategy to target young urban profes-

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sionals. The idea was clear-this set of dedicated individuals would also be influenced by the testimony of others which would drive positive WOM. Volkswagen India launched a company page on LinkedIn and subsequently consumers started posting reviews and comments about the car.

TARGETING

LinkedIn allows companies to create personalized campaigns for specific target groups. In this case, VW created a series of recommendation advertisements, which showcased some of the brand's recommendations from their page to other LinkedIn users that fit their targeted demographic. The objectives were driving traffic to the company website and increasing engagement with potential consumers and marketing intermediaries.

POSITIONING

Volkswagen India was attempting to increase

