

Jagan Institute of Management Studies
End-Term Examination, December, 2016 – January, 2017
Trimester V – PGDM 2015-17

Digital & Social Media Marketing
ET_PG_DSMM_2312

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions including Q1 & Q7 which are compulsory.

- Q 1** What are the Benefits of Digital Marketing over Traditional Marketing? Explain with the help of any business scenario. How do we measure ROI in social media marketing? **14**
- Q 2** I am planning to start a business of beauty products; I will run this business from home. I need to advertise and sell these products on social media, kindly advice which all social platforms I should be active on and why? Define the target audience and Communication. **12**
- Q 3** What is SEO and list down FIVE on page and FIVE off page activities? **12**
- Q 4** I am a manufacturer of School bags, and supply bags in Delhi, Haryana and Punjab. I want to know how all Digital Marketing can help my business. What activities I can do with a monthly budget of INR 50,000 a month where my objective is to increase in sales? Kindly create a strategy for the same and types of Digital Marketing channels to be used. **12**
- Q 5** Compare between Affiliate Marketing, Banner Advertising and Email marketing. Explain the terminologies CPC, CPM, CTR, CPL, CTA and CPA. **12**
- Q 6** List down top TEN observations can be done in Google Analytics software? How does it help to optimize the landing page? **12**
- Q 7** **Read the case and answer the questions given at the end.**
Case Study: Gaana.com
Brief: Launched in the year 2010 by Indiatimes.com, Gaana is a commercial music streaming service. Gaana offers a hoard of Indian and International songs from different genres. This platform features music from around 21 languages including Hindi, English, Kannada,

Malayalam, Marathi, Punjabi, Tamil, Bengali, Telugu and other Indian regional languages. Gaana's music library enables avid music lovers to choose from amongst millions of songs available in multiple languages and listen to them on the go.

Gaana's Business Objectives: Gaana wanted to hit the right note online and what better platform than Facebook could have helped to leverage high traffic. The prime objective of this sensational free music service provider is to get 'a mobile foothold'. This implies that Gaana wanted to target Indian music lovers over the age of 18 years and drive their focus towards downloading the Gaana music iOS and Android mobile apps to have a larger and widespread mobile presence. Besides this, there was another business objective that Gaana wanted to accomplish, which was to measure the returns on the advertising investments made by the music company.

Questions:

- a) Discuss the overall Digital Approach/Strategy to be Adopted By Gaana?
- b) Suggest targets for a year for Mobile App download and the indicative Spend?
- c) Explain the Social media strategy you will adopt to attract new audience.

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