

Jagan Institute of Management Studies
End-Term Examination, April, 2017
Trimester III – PGDM (RM) 2016-18

Digital & Social Media Marketing
ET_RM_DSMM_1704

Time: 3 Hrs.

M. Marks: 70

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

- Q 1** In the evolution of corporate IT, SMAC stack is an important milestone. What is SMAC? Briefly discuss any 2 components from the 4. **16**
- Q 2** What is retargeting? What are its advantages and disadvantages? **12**
- Q 3** If your brand has a Facebook page would you prefer more likes and follows or engagement? State the reasons for your answer. **12**
- Q 4** How does Google Analytics help in Digital Marketing? Discuss briefly. **12**
- Q 5** Explain the difference between: (a) Crowdsourcing and Co-creation; (b) Native apps and Web apps. **12**
- Q 6** Briefly discuss the role of Artificial Intelligence and Robotics in the functioning of an ecommerce company. **12**
- Q 7** Read the case study below and use various concepts and tools that you know about DSMM to come up with a Digital Marketing Plan for Shiv-Naresh.
What is common to Mary Kom, Sardar Singh, Vijender Singh, Sushil Kumar, the Indian hockey team, Mohun Bagan and East Bengal? All of them use a brand, Shiv-Naresh that has been expanding quietly in the Indian sportswear market.
Shiv-Naresh clocked a turnover of Rs 69 crore last year; a small amount when compared to Adidas India's revenue of Rs 805 crore for the year ended March 2015. But the way Shiv-Naresh has made quick inroads into sports circles is unusual for a brand of its size.
The reason behind its popularity with sportspersons and teams is its 75-year-old chairman and founder RK Singh, who has himself been an athlete. He remembers how he had to go to Patiala to buy the right kind of shorts when he was young.

This and other similar experiences led him to set up Shiv-Naresh (Shiv and Naresh are his sons). He devised a clever strategy by directly targeting sportspersons since being an athlete himself he knows what exactly they want. Due to this strategy, his brand is visible now at both national sports associations and local sports clubs and akharas.

Shiv-Naresh has five factories and a strong presence on e-commerce websites like Amazon and Flipkart. However, the brand is not in the considered set of the urban youth.

“Yes, I agree that we haven’t been too aggressive on the marketing front but in the past we never felt that there was a need to do that. All the players and sports bodies are aware of our products. Players at the grassroots as well as international level use our products. So we never thought it necessary to advertise our products,” says the founder. “But after we started our association with movies, we realised the potential of the medium and with social media’s importance increasing every day, we have decided to focus on our marketing.”

“Everyone knows us in the Indian sports fraternity. But the common man is not aware that a brand like Shiv-Naresh exist which manufactures quality apparel at affordable prices. We have been associated with Hindi movies as a sponsor for the past three years. We started with the Priyanka Chopra-starrer 'Mary Kom' and our latest association was with 'Azhar', for which we have got good mileage,” says Shiv, the son of RK Singh.

Shiv reveals they are going to venture into manufacturing shoes from next year. “What separates us from Nike and Adidas is that we are not present in the shoes segment. Once we get into it, we will have more advantage in pushing our products with distributors and gain new customers,” he says.

The retailers are also satisfied with Shiv-Naresh products and have good things to say about the brand.

"Shiv-Naresh products are always in demand as the quality is top-notch. They are giving tough competition to more established brands like Nike, Reebok and Adidas. Since it is locally made and less expensive, we find it easier to sell their products” says a salesperson in a leading sports retail chain in New Delhi.

(Adapted from an Economic Times article)

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