

Roll No.

Total No. of Pages : 02

Total No. of Questions : 17

MBA(2018 Batch) (Sem.-4)
INTERNATIONAL AND SOCIAL MEDIA MARKETING
Subject Code : MBA-925-18
M.Code : 77810
Date of Examination : 05-07-22

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

Write short notes on :

1. What is international marketing?
2. Write a short note on NAFTA.
3. Differentiate between WTO and GATT.
4. Explain the benefits of social media in today's scenario.
5. Elaborate the EXIM policy of India.
6. What is International promotional mix?
7. What are Reaction checks?
8. What do you mean by Ethnocentrism?

SECTION-B

UNIT-I

9. What is 'international business environment'? How does social and economic environment affect on business at international level?
10. Explain the reasons and objectives for the firms going global?



UNIT-II

11. What is the role of internet in the international distribution? Elaborate with examples.
12. What are the various international distribution channels and how are they executed?

UNIT-III

13. Define social media marketing? Also, explain the emergence of social media marketing as a popular tool used nowadays with the help of real life examples.
14. What are the different types of social media channels / platforms used to promote the business in digital world? Explain its advantages and disadvantages.

UNIT-IV

15. How does mobile marketing strategy differ between device types and town-class? Explain with examples.
16. Why is social media so important in Search Engine Optimization?

SECTION-C

17. A new advertising campaign that McDonald's India introduced in the Indian market is new Mespicy range of products in 2011. McDonald's introduced a new product range in the Indian market called the Mespicy range. It launched a new advertising campaign called 'How spicy is Mespicy' to promote its new product. The aim of the campaign was to project McDonald's as a youthful brand that met the tastes and preferences of the youth. The prelaunch campaign involving a viral called 'The Great spicy speculation' proved to be a success and reached 256000 people, unlike its previous campaign. McDonald's used social media like social networking sites and messenger services extensively for the new campaign.

The main campaign was later launched in a variety of media channels like in store, television, radio, outdoor, and online promotions. Apart from the use of social media for its new campaign, McDonald's also used several technologies innovation to reach the targeted customer base. Kiosks, LED hoardings, and virals on internet were extensively used to reach the target base. There was mixed response to the new campaign from customers. While some customer said that the campaign met the tastes and preferences of the customers, others said that there was a disconnect between the new Mespicy menu and the core message of the campaign.

Questions :

- a. Explain the importance of selecting the right target segment for an advertising campaign.
- b. What is your opinion about selecting multiple channels for an advertising campaign?
- c. Explain the growing importance of social media in the advertising mix of products targeted at the youth.

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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. SECTION-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 our 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?

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