

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

FOURTH SEMESTER MBA DEGREE EXAMINATION (R), MAY 2023

(2021 Scheme)

Course Code : 21MBA216

Course Name: Digital and Social Media Marketing

Max. Marks : 60

Duration: 3Hours

PART A

(Answer all questions. Each question carries 2 marks)

1. List the elements of Online Marketing Mix
2. Briefly explain Search engine optimization (SEO)
3. Compare the profitability of Blogs Vs. Vlogs
4. How are Drip Email Campaigns beneficial?
5. Explain social media marketing with an example.

PART B

(Answer any 3 questions. Each question carries 10 marks)

6. Elaborate on the scope of digital marketing pre and post-Covid 19
7. Explain the digital marketing methods stating the advantages and disadvantages
8. Analyze the methods and types of online ads
9. Compare the Web Business Models and the recent trends in profitable models
10. Evaluate the Facebook strategy for social media marketing?

PART C

(Compulsory question, the question carries 20 marks)

11. **Dove – Connecting with their target audience**

Dove is a hygiene brand owned by the multinational consumer goods company, Unilever. The products are sold in more than 150 countries and are offered for both women and men and babies and kids. Dove's logo is a silhouette profile of the brand's namesake bird. Dove did some research and found that 80 percent of women came across negative chatter on social media. Dove's goal was to change that and make social media a more positive experience. As a result, Dove teamed

up with Twitter and built a tool to launch the Speak Beautiful Effect, which breaks down which body-related words people use the most and when negative chatter appears during the day. Dove launched this campaign to compact negativity and promote self-esteem among young women. The campaign aimed to address the impact of negative online comments and encourage women to share positive messages on social media. According to Dove, women were inspired by their message. Speak Beautiful was used more than 168,000 times. Drove 800 million social media impressions of the campaign

- a) Evaluate the strategy used by Dove for connecting with the audience and creating personas

Marks (10)

- b) How relevant is Engagement Marketing through Content Management in this case?

Marks (10)
