



# GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

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## POST GRADUATE DIPLOMA IN MANAGEMENT (2019-21) END TERM EXAMINATION (TERM -VI)

Subject Name: Digital and Social Media Marketing

Time: **02.30 hrs**

Sub. Code: PGM09

Max Marks: **60**

### Note:

**All questions are compulsory. Section A carries 10 marks:5 questions of 2 marks each,Section B carries 30 marks having 3 questions (with internal choice question in each) of 10 marks each and Section C carries 20 marks one Case Study having 2 questions of 10 marks each.**

### SECTION - A

Attempt all questions. All questions are compulsory.

**2×5 = 10 Marks**

Q. 1 (A): What do you understand the term “Page Ranking”? Explain its importance.

Q. 1 (B): How could you leverage social media in order to promote your brand and increase consumer engagement?

Q. 1 (C): What do you mean by payment gateways? Explain the need and importance of payment gateways in online marketing.

Q. 1 (D): How ‘hashtags’ different from ‘mentions’?

Q. 1 (E): Explain the role UI in the mobile optimized website and App?

### SECTION - B

**10 x 3 = 30 Marks**

All questions are compulsory (Each question has an internal choice. Attempt any one (either A or B) from the internal choice)

Q. 2: (A) Explain the role CPC and CPM in the digital marketing plan. How as digital marketing manager, you make the budget for the Digital and Social media marketing?

**or**

Q. 2: (B) A Explain the various types of video ads with examples.

Q. 3: (A) Differentiate between long tail and short tail key words with example? How it impact the digital marketing budget? Explain with examples

**or**

Q. 3: (B) What is role of mobile optimized website? How different banks are using this to increase the penetration of Net Banking among users? Explain with examples

Q. 4: (A) Is LinkedIn marketing important in B2B segment? How you will create the campaign in B2B marketing?

**or**

Q. 4: (B) Imagine you are working for the Health Department, Uttar Pradesh Govt. You have been allotted the task of raising awareness among residents of state about the Covid-19 Prevention. Design the social media marketing plan for the same.

### SECTION - C

Read the case and answer the questions

**10×02 = 20 Marks**

Q. 5: Case Study: Dabur India- Going Digital

"One of the most notable trends that we are witnessing today is the digital revolution. This is going to have a significant impact on consumer behaviour and market structure in future," Dabur Chairman Anand C Burman said in his address to shareholders in the company's Annual Report for 2016-17. "Increasing focus on digital marketing, online campaigns and social media will help us access the millennials who are going to drive strong trends of consumption in the coming times," he added.

In 2016-17 fiscal, Dabur had spent Rs 646 crore on advertisement and publicity of its brands across various media formats such as television, radio, print and digital, among others. Dabur, which is known for its ayurveda and ayurvedic products, is also seeking to tap the same young consumers for the natural range of products.

Burman said millennial consumers are embracing modern trends, habits and lifestyles, they are also increasingly going back to their roots and taking pride in tradition and are today more comfortable with their Indianness. Dabur has identified 9 Power Brands - Dabur Chyawanprash, Dabur Honey, Dabur Lal Tail, Dabur Honitus, Dabur Pudina Hara, Dabur Red Paste, Dabur Amla Hair Oil, Vatika and Real Fruit Juice - that account for more than 70% of its total Sales.

### **Digital Marketing Strategies of Dabur**

Amidst of Amazon, Flipkart, and Snapdeal, FMCG titan, Dabur recognised a new platform for reaching out a wider customer base. They marked their presence on online grocery stores like Grofers and Big Basket.

#### **Focus On Their Own Websites**

They also started focusing more on their own websites. This is evident from the fact that a year ago, Dabur launched three websites to serve the mother brand. Also, after six months of efforts, the website was re-launched a month ago which proved to be a single window to the world of Dabur. This means that the customers can reach the content websites directly from the homepage.

There are channels started by Dabur like NewU and DaburUveda.com for reaching a wider set of customers.

#### **Digital Marketing in Covid Times:**

Moving forward on its mission to create awareness about the importance of immunity to fight the Coronavirus pandemic, India's leading Ayurvedic product maker Dabur India Ltd announced the launch of a new public-oriented Initiative Ghar Ghar Immunity with highlighting the immunity benefits of Dabur Health Juice range in New Delhi.

Under this Initiative, 15 joggers parks in New Delhi have been shortlisted where awareness of Dabur Health Juice Range, which has many beneficial effects on immunity and skin health among others are being shared with the people through wet sampling with automated touch-free dispensers to maintain hygiene. Along with the sampling, the joggers are also involved in the Initiative through personal engagement by making them brand ambassadors through customized template ads for each individual. The Template will be published on Dabur Health Juice Facebook and Instagram pages. The links of each photograph are individually sent to each brand ambassador through SMS.

Dabur also launched a new digital campaign named '#ToMyBeeLoved' on Valentine's Day in 2019. Through this campaign, the company urged the influencers to encourage self-love among their followers. It also emphasized the importance of staying healthy. This campaign, which helped the company to reach out to bloggers and influencers from diverse backgrounds, also talked about people inculcating the right habits into their daily schedule, doing things they loved, prioritizing self-care, as well as showing affection to their loved ones.

Inspired by Prime Minister Narendra Modi's speech on promoting local brands and following 'Vocal for local' mantra, consumer goods firm Dabur India Ltd has launched #Vocalforlocal series of campaign for its various brands including ayurvedic Red toothpaste, Amla hair oil, Real fruit juices, Chyawanprash and Hajmola digestive tablets across Facebook, Instagram and Twitter.

Mohit Malhotra, chief executive officer shared "Dabur is the oldest and most trusted ayurvedic and natural healthcare company in India, and we are using this campaign to champion our 135-year-old heritage and the fact that our products are 'Made in India, by Indians, for Indians.'" Dabur has started promoting these ads on digital media.

In another campaign, Dabur has started promoting Dabur Honey ads on digital media. Dabur India connected with people on Twitter using the hashtag #DaburHoneyDiet. The users were asked to follow Dabur India twitter handle and answer 10 simple questions correctly. The lucky winners of the contest would be gratified with exciting prizes from Dabur India. The users were encouraged to participate in the contest and tag a friend whom they want to refer a daily honey diet along with a reason. The tweet must contain the contest hashtag. Lucky winners of the contest would stand a chance to win a brand new Moto E smart phone.

### **Question**

Q5 (A): Analyse the Digital and Social media strategy of Dabur India on with POEM framework.

Q5 (B): How the Dabur is utilising different social media platforms for engagement and awareness?

What could be better done to strengthen Dabur's social media strategy?

### **Mapping of Questions with Course Learning Outcome**

<b>Question Number</b>	<b>COs</b>	<b>Marks Allocated</b>
Q. 1:	CO1	10 marks
Q. 2:	CO2	10 marks
Q. 3:	CO2	10 marks
Q. 4:	CO3	10 marks
Q. 5:	CO4	20 marks