

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM (M) / PGDM (SM)
FOURTH TRIMESTER (Batch 2020-22)
END TERM EXAMINATIONS, OCTOBER, 2021

Course Name	Social Media Marketing	Course Code	MKT407
Max. Time	2 hours	Max. Marks	40 MM

Read all Instructions carefully :

1. All 3 Questions are mandatory
2. Each Question specifies the Marks and recommended time to complete
3. Questions may be attempted in any sequence, subject to the total duration of 2 hours
4. Answers once submitted in Moodle shall not be available for revision or resubmission even during the rest of the examination.
5. Snapshots from tools or platforms used, must clearly show it is your personal account, on the ID bar
6. Any file Upload (where applicable), must be in .doc/.docx file format and the File name must bear the Name Roll No Q No (eg. **Rakesh Tiwari PGMA2016 Q2**)
7. There is no extra time for uploading, which must be completed within the total duration of the examination.

Q1. THIS QUESTION MUST BE ANSWERED WITHIN THE MOODLE EDITOR

(ONLY SNAPSHOTS UPLOAD ARE ACCEPTABLE)

The online sale of apparel saw a 75% during the ongoing pandemic. The Indian e-commerce sector is ranked 9th in cross-border growth in the world, according to Payoneer report. Indian e-commerce is projected to increase from 4% of the total food and grocery, apparel and consumer electronics retail trade in 2020 to 8% by 2025. India's e-commerce orders volume increased by 36% in the last quarter of 2020, with the personal care, beauty and wellness (PCB&W) segment being the largest beneficiary. E-commerce sales in India were estimated to increase by only 7-8% in 2020, compared with 20% in China and the US. The e-commerce market is expected to touch the US\$ 84-billion mark in 2021 on the back of healthy growth in the Indian organised retail sector. (<https://www.ibef.org/industry/ecommerce-presentation>)

Amidst the pandemic several new businesses emerged and several small businesses had to shift to where the demand was. Once such sector that emerged out of the pandemic, was directly related to goods and products related to safety and hygiene. Within this emerging sector, were several sub-segments such as medical instrumentation like oxy-meters and oxygen concentrators, Santizers of various grade for industrial, medical and personal use, as well as face masks.

Vrinda Dhanagare, who was a small time vegetable seller in East Andheri, in Mumbai selling to all residents in nearby high-rise apartments, through a Vegetable-on-Call model, wherein she would receive orders on call and her two younger siblings Krishna and Madhav would ensure timely delivery to the residents' doorstep. But all that was before the pandemic. The roll-out of the government restrictions during the pandemic, saw her customer orders dry up in a jiffy. Left with no choice, she and her siblings started thinking of an alternate means of sustained earnings. After much deliberation the three have agreed to try their luck with tailoring and selling face masks, which seem to have a huge demand. However they are not sure where to begin assessing the demand. In that context they approached a friendly customer in their vicinity who also happens to be your existing client.

They have been referred to you by this existing client of yours, hoping you shall be able to guide them. You client is willing to invest in marketing for them provided you can keep it down to less than Rs.5,000/- (Rupees five thousand) a month.

- a. **Create** a complete social media marketing strategy for Vrinda and her siblings, by selecting the most appropriate social media platforms, and write down in detail all the options you would recommend in setting up the ad campaign(s).
- b. **Justify** your choices (20 Marks, 60 minutes)

Q2. THIS QUESTION MUST BE ANSWERED WITHIN THE MOODLE EDITOR (**NO UPLOAD ACCEPTABLE**)

Meesho.com is a new 'Value-for-money' online women's apparel site. After facing huge success with their women's apparel section, they are planning to launch a similar portal for Men.

- a. **Develop** a comprehensive social media marketing plan with complete details
- b. **Justify** your choices (10 Marks, 30 minutes)

Q3. THIS QUESTION MUST BE ANSWERED WITHIN THE MOODLE EDITOR (**NO UPLOAD ACCEPTABLE**)

Receiving permission to market to your recipients is a way to build trust, value, and brand loyalty with consumers. Sending non-permission based offers can result in consumer frustration, privacy violations, and lost business.

Explain the levels of Permission Marketing with suitable examples of your own.

(10 Marks, 30 minutes)