

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM (G/SM/M) (2016-18 BATCH) TRIMESTER- I
END-TERM Reappear EXAM, 2016

Course Title: Information Technology for Management (IS-101)

Time: 2 Hrs.

Max. Marks: 40

Note: Attempt all questions.

Section-A

Q1. A chain of computer hardware dealer has offices across 5 countries. The major problem the company is facing is that of communication, employee data maintenance and some IT infrastructure related issues. Suggest this company the most suitable solution to their problem which should be cost effective and implementable for such a large organization. [10]

Q2. Write brief description about [5X2=10]

- Web 2.0 technology and how different it is from Web1.0.
- Why is cloud computing considered as an example of utility computing

Q3. What is mobile computing and m-commerce? Discuss how m-commerce can expand the reach of e-business. Discuss the impact of wireless computing on emergency medical services in case of accidents. [10]

Section B

Case

Launched in 2009, the Chevrolet Cruze is amongst the leaders in the lower-medium segment. In February 2016, the Cruze was relaunched with a refreshed design that includes a touchscreen Mylink Infotainment system that keeps drivers connected while on the road. Chevrolet India wanted to reach its target audience—people who would understand the new specifications—on a massive scale. It aimed to increase ad recall, brand favorability and purchase intent for the car.

Facebook's sophisticated targeting tools allowed us to reach the right people on a massive scale, which translated into a significant lift in brand favourability and purchase intent. Facebook has been instrumental in reintroducing a new generation of car fans to our Chevrolet Cruze.

Jack Uppal, VP Marketing & Customer Experience, Chevrolet India

Chevrolet India—along with its agency Carat India—ran photo ads in the mobile and desktop News Feed to showcase the enticing specifications of the new Cruze.

It targeted the ads to 27- to 45-year-old men and women, and used behaviour targeting to reach people who were likely to have the disposable income to buy a car like the Chevrolet

Cruze. For example, it targeted people with certain travel habits, who own a mobile device, and have attained a certain education level or demonstrated an affinity for high-value goods.

The brand used reach and frequency buying to reach its specific target audience on a massive scale, while also controlling the number of times individual people saw the ad. This strategy contributed to a strong boost in ad recall.

Chevrolet India ran its campaign from February 3–March 10, 2016 and used a Nielsen Brand Effect study to measure the impact on brand favourability, ad recall and purchase intent.

Chevrolet's targeted campaign allowed the brand to narrow in on the right audience in India, while achieving the scale it needed. The campaign results were higher than the global benchmark for the automotive industry:

- 8-point lift in ad recall (72% higher than the global benchmark for the automotive industry)
- 3-point lift in brand favourability (45% higher than the global benchmark for the automotive industry)
- 7-point lift in purchase intent (97% higher than the global benchmark for the automotive industry)
- 7.3 million people reached (an average of 3 times each)

The automotive brand used reach and frequency buying to find its target audience in India on a massive scale and relaunch the new Chevrolet Cruze.

8-point lift	3-point	7-point	7.3 million
ad recall	lift in brand	lift in purchase	people reached

With Facebook campaigns, one is able to reach out to a wider audience base while targeting precise audience (ages 27–45, with disposable income to buy a Cruze, specific travel/buying habits, etc), which helped us deliver the communication effectively. We are excited to see the results and looking forward to doing more amazing work in future on the platform.

Rajni Menon, Executive Vice President, Carat India

Q4 (a) With reference to the case point out why is social media considered as a very good medium for marketing of products and services. [5]

Q4(b) Point out with suitable examples how can advertising on Facebook act as an industry disrupter. Which industry can be disrupted the most. [5]