

JAIPURIA INSTITUTE OF MANAGEMENT,

PGDM ^{IV} ~~III~~ Trimester (Batch 201¹⁶⁻¹⁸~~7-19~~)

Re - END TERM EXAMINATIONS
(September, 2017)

Course Name	Digital Marketing	Course Code	
Max. Time	120 minutes	Max. Marks	40

Instructions:

Attempt Both questions

Legible handwriting is appreciated.

Use of SMS language is discouraged and will be penalized.

Q1. **Nuwear Garments** has been a hot favorite for over two decades. It was Started by Mr. Balwant Rai Kharbanda whose family hails from Peshawar (Now in Pakistan). He was amongst the earliest residents of NOIDA and was also the President of the Traders Association in the Atta Market.

Over the years as their business flourished, and his son, Mr. Rajiv Kharbanda, took over the reins. With a lot of hard work of introducing new Product Categories, they shifted the Business from the Atta Market to the newly developed Sector 18 Market of NOIDA Authority, in 1995. A good mix of existing and new Customers had ensured a healthy Revenue stream of about Rs. 1.2 Cr annually till around 2010.

Sector 18 Market attracts a strong footfall of 1 million per month across all age groups, of which the largest segment is college going students, who are mostly residing in PG Hostels, having come from other towns and Cities to Noida, for higher education. As always with Student life, they are strapped up for funds and most of their purchasing is limited to the first week of the month when their families are able to send them NEFTs.

Consequently, over the past few years with the advent of online Retail portals like amazon.com, myntra.com etc. Store Sales have taken a major dive, and meeting fixed expenses are becoming a monthly challenge.

The Third generation of Shweta and Shivam Kharbanda are both MBA graduates and all set to help revive their ancestral business by leveraging new age strategies of Digital Marketing.

The current categories are :

- Men's T-shirts / Formal Shirts
- Men's and Women's Jeans
- Women's Tops
- Men's Accessories (Wallets / Belts / watches)
- Women's Accessories (Clutches / Fashion Jewelry / Shades)

As Head of a Digital Marketing Agency you have been contacted by Shweta ,to draft out a Detailed Strategy, covering :

- i. Social Media (which ones, what and why) **(8 Marks)**
- ii. Mobile Marketing **(8 Marks)**
- iii. AdSense **(8 Marks)**

Q2. Ms. Tina of the HR department in an organization decides to use LinkedIn and Email Marketing for their upcoming recruitment of senior managers in the Marketing Department.

Elaborate on the tools you may use for both purposes and the concept that you may use in your marketing to get the attention of good candidates, generate interest among them as well as get the desire in them to apply so that Ms. Tina could have a good recruitment campaign as well as a great return on the investment from this marketing exercise. The integration of an Email campaign with LinkedIn should be the core idea.

(16 Marks)