



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM

TRIMESTER-V (2016 - 18 BATCH)

Re- END TERM EXAMINATIONS, JANUARY 2018

Course Name	WEB ANALYTICS AND SOCIAL MEDIA	Course Code	IM 505
Max. Time	2 hours	Max. Marks	40

Instructions: Attempt all questions

Q1. Volkswagen (VW) is one of the world's leading automobile manufacturers and the largest carmaker in Europe. As Volkswagen pursues its goal of becoming the number one automaker in the world by 2018, India has become a key component of its strategy. India is currently the world's second fastest growing car market, with shipments expected to more than double by 2018. As a relatively recent entry into the Indian automotive market, VW needed to raise brand awareness. To address this challenge, Volkswagen's marketing team focused one of its key brand pillars, innovation, to make a strong impact throughout the roll-out in India. Innovation was showcased not only in Volkswagen's product introductions, but also in its communications and advertising. There challenges are to create brand awareness among working professionals, build loyalty and aspiration and at the end influence decision-making.

How they can overcome the challenges mentioned above by using social media platform. Explain which social media they need to focus and why?

15 marks

Q2. Naveen Sharma started "Cute Kids" to build fun, fanciful furniture for children. Explain the working of AdWords and how AdWords helped boost the company's website traffic by over 50% within just a few months.

8 marks

Q3. Powerful disruptions have occurred within the global marketplace. IBM Watson Analytics are set to positively disrupt your business to create more value. Using suitable example explain how Watson Analytics acts as an industry disrupter. Explain which industry can be disrupted the most using the features of Watson analytics.

10 marks

Q4. Maybelline New York was able to increase sales and awareness around their new brand while increasing overall engagement and YouTube subscribers. To drive awareness of its new line of eye shadows, it created a digital-first campaign featuring custom-branded videos from YouTube content creators and beauty vloggers. The campaign succeeded by getting the right content in front of the right audiences. Discuss how YouTube videos can be used to effectively improve the sales of any organization.

7 marks