

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**  
**PGDM / PGDM (M) / PGDM (SM)**  
**FOURTH TRIMESTER (Batch 2017-19)**  
**END TERM EXAMINATIONS, OCTOBER 2018**

Course Name	Marketing on Internet, New Media and Mobile	Course Code	<b>MKTM416</b>
Max. Time	<b>2 hours</b>	Max. Marks	<b>40 MM</b>

**INSTRUCTIONS:**

1. All Questions are Compulsory

Q1. A premier Management Institute in Pune is planning their Annual Fest in Dec'18. The marquee even is the jewel in the crown of the Institute that not only attracts good participation from other Colleges and Institutes in Pune, but also attention from the Media.

There is a new Convenor of Social events, appointed this year who is very impressed with the power of Social Media, and is keen to broadcast some selected events live and promote the Event to attract participation from across India.

Your agency has been appointed as consultant to provide a Digital solution.

As a Digital Marketing Consultant you appreciate the power of Video as the biggest rave in 2018, and you plan to impress this client with an out of this world experience.

List out a comprehensive plan to broadcast the event live, delineating with logical reasons

- A. Which Target Audience would you choose and why?
- B. Which platform you would prefer for promotion and for live streaming ?
- C. What social properties you would build ?
- D. How you would go about setting up the broadcast ?
- E. What would be the Storyline of Video Ads and key message for each ?
- F. How would you do the promotion of the Event on New Media ?
- G. Timing and Frequency of promotions for each platform
- H. What Analytics you would you track and why ?

(16 Marks)

Q2. Led by Hindustan Unilever's Kwality Walls, Vadilal, Lazza Ice Creams and Cream Bell, frozen desserts- served in identical cups, cones and sticks as ice cream-have found a strong foothold in the country in less than two decades since Kwality Walls introduced them. But food authority officials and original ice-cream makers such as Amul and Mother Dairy feel these companies are misleading consumers by masquerading frozen dessert as ice cream. While real ice cream is made with milk fat, fr ..

([http://economictimes.indiatimes.com/articleshow/13160060.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](http://economictimes.indiatimes.com/articleshow/13160060.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst))

Despite their rivalry, they share a common challenge, in appealing to the ever changing tastes of the Indian youth. You are appointed as a consultant to Mother Dairy Ice Creams division, to provide a New Media Plan to recapture the youth market share. Select the most appropriate Media to accomplish this, explaining the activities proposed for each property.

(8 Marks)

Q3. With the fast emerging technologies, the job of Ad spot buying has not only become complex but also very precise. Given the intricacies involved in modern day Digital Ad buying, critique the pros and cons of Programmatic buying of digital Ads and suggest precautions for the newly appointed team of Digital Marketing that reports to you.

(8 Marks)

Q4. The Retribalized world has opened up new opportunities for the new age Marketers, in an exciting way

As electronic media filled the airwaves and dominated our living rooms, the relationships between man, information and each other have become intertwined. McLuhan stated, "The new electronic interdependence recreates the world in the image of a global village" (McLuhan & Fiore, 1967). It was through this global village that McLuhan identified the retribalization process, the reconnection of man in, "a new state of multitudinous tribal existences" (McLuhan, 1969, 2004)  
(<https://mcluhangalaxy.wordpress.com>)

Using an example of any one Online Brand Community, explain the power of Retribalization for the new age Marketer, and reflect upon the opportunities and challenges associated with this powerful new age platform of Brand Communities.

(8 Marks)