JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

FOURTH TRIMESTER (Batch 2019-21)
END TERM EXAMINATIONS, OCTOBER 2020

Set-I

Course Name	Marketing on Internet, Social Media and Mobile	Course Code	MKT403
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:
Attempt ALL 3 Questions

SECTION -1 Permission Marketing

If you sign up for Starbucks Rewards, it's likely because you love their drinks and think the incentive of earning points for each vanilla latte you buy is a pretty good deal.

You might also enter your email address to access an analytics report and check a box giving the company permission to send you other relevant content offers. These instances involve the customer providing information in exchange for something of interest -- the basis of permission marketing. In short, it's a way to niche market to customers on their terms.

There are two types of permission marketing: express and implied.

Express-permission marketing - The consumer provides their email to receive marketing messages. For example, they might sign up for a newsletter. Express marketing is common when creating new business relationships.

Implied-permission marketing - The business has an existing relationship with the consumer. This might include someone who's a current customer or frequent website visitor.

Whichever form of email marketing is being used, both hand the reins to the customer, giving them control over when the relationship starts and stops.

(https://blog.hubspot.com/marketing/permission-marketing-automation)

Q1. Describe at length how permission marketing works and cite two examples of Situational permission
(10 Marks)

Permission

permission-based marketing generates new leads. When someone subscribes to your content, they're subscribing to learn more about the services your business offers.

But, not everything is coming up permission-based marketing roses. Permission marketing does have its downsides. For example, because these permission marketing emails are often automated, businesses must be wary of sending too many. A company that emails their customers about every new deal, sale, or feature launch can overload an inbox and degrade customer interest.

The same can be true of sending too few emails. A lead can forget your business exists as quickly as they discovered you. Balancing content volume and cadence is key.

So, what kind of content is best when using permission-based marketing? Here are a few to get the ball rolling:

Promotions - Send subscribers a notification during a promotional event that's exclusive to their interests.

Membership perks - Keep subscribers invested by sharing member-only offers.

Newsletters - Keep subscribers informed about the latest updates or changes to your product in a newsletter.

Similarly, sending consumers content unrelated to what they signed up for can lead them to opt out. If a customer signs up for a weekly newsletter about Instagram marketing, they're probably not interested in a new sales product release announcement.
(https://blog.hubspot.com/marketing/permission-marketing-automation)

Q1. Describe at length how permission marketing works and cite two examples of Loyalty permission
(10 Marks)

Permission

These are two anticipating principles of doing business.

Interruption marketing is any marketing message that users didn't ask to receive. Among the examples are TV and radio ads, billboards, pop-ups in the browser, and annoying ads on YouTube, which disturb users' activities.

This interrupting approach is a fast way to increase sales, but it has its downside. Your pushy ads can annoy even your target audience instead of just drawing their attention to the value your brand could bring.

Permission marketing, in its turn, is an approach that tends to respect people's privacy, being more friendly and less pushy. Since it would be strange to ask for permission to sell, the emphasis lies on providing help and value.
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Q1. Describe at length how permission marketing works and cite two examples of Purchase on approval permission
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Permission

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(https://blog.hubspot.com/marketing/permission-marketing-automation)

Q1. Describe at length how permission marketing works and cite two examples of Personal Relationship permission   (10 Marks)

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But, not everything is coming up permission-based marketing roses. Permission marketing does have its downsides. For example, because these permission marketing emails are often automated, businesses must be wary of sending too many. A company that emails their customers about every new deal, sale, or feature launch can overload an inbox and degrade customer interest.

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Q1. Describe at length how permission marketing works and cite two examples of Brand Trust permission   (10 Marks)

SECTION 2 Social Media

Case

Your friend Raghav is a young entrepreneur, who started off his small business of supplying office stationery to corporate offices in Basant Lok area of New Delhi. He was suave and tech savvy and quickly grew his business through corporate networking, which had the who's who of marque brands like Coke, Amex, Bechtel etc. His Revenues grew 10X within short period of 2 years however he seemed to have reached a ceiling and felt the need to expand faster.

He has approached you recently seeking your advice to see how social media marketing could help him expand his footprint to other nearby markets bringing him economies of scale as well as social reputation.

Q2. Access facebook.com and/or Linkedin.com and draw out a DETAILED social media marketing plan clearly explaining the logic behind your choices and an approximate budget with snapshots from each of the platforms(s) that you recommend.   (20 Marks)

Case

Your friend, Shrishti, who runs a boutique called 'Shrishti Creations' in Navi Mumbai, has been struggling to keep her operations cost low, and this has been hampering her profitability for 15 months. Initially, she grew her business rapidly though work of mouth, of upper middle class business executives of Navi Mumbai, and with their well networked community, the word of her exclusive Salwar Suits spread like wild fire. However, with every new competitor entering the arena, the popularity of her designs took a

nose dive and she is hardly able pay her craftsmen on time to keep them from switching to other employers.

One of her customers, who happens to be your client has recommended your name to her to plan out a social media campaign, to help her increase leads outside Navi Mumbai.

Q2. Access facebook.com and/or Linkedin.com and draw out a DETAILED social media marketing plan clearly explaining the logic behind your choices and an approximate budget with snapshots from each of the platforms(s) that you recommend. (20 Marks)

Case

Karthikay, is a final year student of M.Com at Delhi University, and has been scoring exceptionally well.

He was the University Gold Medalist in his undergraduate B.Com, two years back and his family has been eagerly looking forward to his bagging a job to support the family financially. According to his professors, he has the potential to be invited for research at some of the world's best Universities. However, due to the untimely demise of his father, all his aspirations have been shattered. He is left to fend for his family, which insists that he complete his M.Com and not give up midway. He is compelled to look forward to a quick source of income through tuitions to finish his studies before he can apply for some jobs.

His classmate, who happens to be your brother has approached you to seek your guidance as a social media expert to help him find students in the Raj Nagar Area of Ghaziabad, where he lives, who might be interested in taking tuitions.

Q2. Access facebook.com and/or Linkedin.com and draw out a DETAILED social media marketing plan clearly explaining the logic behind your choices and an approximate budget with snapshots from each of the platforms(s) that you recommend. (20 Marks)

Case

Tushaar, is an assistant Manager with a reputed Bank in Thiruvananthapuram, Kerala. His work keeps him busy till about 3pm every day, and he spends the rest of his day trying to reach out to friends and relatives who might be interested in buying a Life Insurance policies, that bring him additional income by way of commissions.

He recently read about your success as a social media marketer and is eager to take your help in drafting out a smart plan that would not only reduce his time and effort but also increase his reach, by getting visible to potential customer in and around Thiruvananthapuram.

Q2. Access facebook.com and/or Linkedin.com and draw out a DETAILED social media marketing plan clearly explaining the logic behind your choices and an approximate budget with snapshots from each of the platforms(s) that you recommend. (20 Marks)

SECTION 3 - Advertising

Q3. Visit LinkedIn.com and setup an ad with the following specs. The take a snapshot of each screen of description entered, and report the screenshot of the size of the Target Audience and the 30 day Budget for marketing to this audience, if the daily budget is capped at ₹4500/-.

(10Marks)

Case

Women in the age group 35-54 years, who are English Teachers with upto 3years experience, in the NCR Region, with a Master's of Arts degree.

Case
Men in the age group 25-54 years, who are IT Managers in the state of Maharashtra, with a Bachelor of Engineering Degree

Case
Executives in the age group 25-54 years, who have in interest in Marketing and Advertising, with an MBA, in the Karnataka.

Case
People in the age group 25-34 years, who have an interest in Mobile Advertising, and have upto 3 years experience, in India.

Case
Young executives in the age group 25-34 years, who have graduated in the field of 'Accounting and finance', who are currently seeking jobs.

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FOURTH TRIMESTER (Batch 2019-21)

END TERM REPEAT EXAMINATIONS, NOVEMBER 2020

Set-II

Course Name	Marketing on Internet, Social Media and Mobile	Course Code	MKT403
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:
Attempt ALL 3 Questions

SECTION -1 Evolution of the WWW

Most websites contain the letters "www" in their addresses, but what exactly does "www" stand for and what does it mean? To answer these questions lets start of by looking at a definition.

"www" stands for "The World Wide Web" which is a subset of the internet. It links and connects documents together that can be searched on web browsers such as Google Chrome, Internet Explorer, Safari and others. It was first developed between 1989 and 1990 by a scientist with the name Tim Berners-Lee and at the end of 1990 people were able to see the first web page on the internet.

The Evolution of the Web
As the amount of internet users increased daily (from when it was invented), the web and internet were redesigned and changed to accommodate the needs and aspirations of different users and their different devices through the years.

Q1. Based on your knowledge of the evolution of the web, draw out five differences between Web 2.0 and Web 3.0, giving suitable examples.   (10Marks)

The World Wide Web is a system of interlinked hypertext documents accessed via the Internet. With a web browser, one can view web pages that may contain text, images, videos, and other multimedia and navigate between them via hyperlinks. On March 12, 1989, Tim Berners- Lee, a British computer scientist and former CERN employee, wrote a proposal for what would eventually become the World Wide Web. The 1989 proposal was meant for a more effective CERN communication system but Berners- Lee eventually realized the concept could be implemented throughout the world. Berners- Lee and Belgian computer scientist Robert Cailliau proposed in 1990 to use hypertext "to link and access information of various kinds as a web of nodes in which the user can browse at will". In these ways the first web service was designed and tested and latterly confined as Word Wide Web.

Q1. Based on your knowledge of the evolution of the web, draw out five differences between Web 2.0 and Web 4.0, giving suitable examples.   (10Marks)

The World Wide Web was established with the objective of accessing the data from anywhere at any time in form of interlinked hypertext language. The World Wide Web (known as the web) is not

homologous to internet but is the most obtrusive part of the internet that can be defined as techno-social system for the interaction between human and technological networks. Techno-social system defines as a system that enhances human percipience, verbalization, affiliation, and Integration. In other words affiliation needs verbalization and verbalization needs percipience being integrated

Q1. Based on your knowledge of the evolution of the web, draw out five differences between Web 3.0 and Web 4.0, giving suitable examples.   (10Marks)

SECTION -2 Social Media

Sarah is planning to open a florists shop near the Malviya Nagar Market in Jaipur. She is keen to target the students from the Deen Dayal Upadhyay University situation less than 2 kms away, apart from scores of youngsters who throng the dozens of cafeteria and snacks outlets dotted throughout the Main Malviya Nagar Market.

Q2. Access facebook.com and/or Linkedin.com and draw out a detailed marketing plan to help Sarah increase the number of visitors to her Florist Shop.
                                                                              (20 Marks)

Rasheed has recently opened a barber shop in the busy Borivali Market, in central Mumbai. After an initial spurt in patronage, he is struggling to get his customers to visit again. His toughest competitors are 3 other barber shops that have been established for over a decade, each having a loyal customer base. Rasheed is a great believer of the power of Mobile Marketing and has approached you through a common friend to help turn around his business.

Q2. Access facebook.com and/or Linkedin.com and draw out a detailed marketing plan to help Rasheed increase his earnings   (20 Marks)

Mr. Sharma had been working as a sub divisional Clerk at Tis Hazari Courts in Delhi, till before he met with an accident, after which he lost both his legs. As a rehabilitation measure, the government has allotted a small store to him in the Local Shopping Complex about 5 kms from his residence. Of the various options discussed with his family, the idea of opening a small grocery shop is emerging as the most viable and practical option. Mr. Sharma's son who is also in college has approached you for help.

Q2. Access facebook.com and/or Linkedin.com and draw out a detailed marketing plan to help Mr. Sharma start getting customers in a cost effective way.   (20 Marks)

Sheila is a maid in a posh south delhi colony. Like most workers in her colony, she surely sees a brighter future for her daughter, Pinky who has recently cleared her 12th class exams. With her minimal savings she has been able to get her daughter Pinky, trained as a Beautician at a nearby Beauty Parlour. However, before she invests in setting up a Beauty Parlour for Pinky, she wants to get an estimate of the the number of customers she is likely to get in the Seema Puri Area of Delhi.

Q2. Access facebook.com and/or Linkedin.com and draw out a detailed marketing plan and provide an estimate of the Monthly budget for Pinky to get, on an average, 5 clients a day.   (20 Marks)

SECTION -2 Mobile Marketing

Both marketers and consumers begin their web services on mobile. Digital marketers in particular are excited to run mobile campaigns, because they know that mobile users are motivated buyers. According to Salesforce, "68% of companies have integrated mobile marketing into their overall marketing strategy."

The earlier you start reaching out to them, and solving their problems, the more results you will get in your business. It's no secret that building a successful online business has its challenges. One of such is knowing how to interact with potential customers on different platforms and devices.

Not only will you get the best results out of mobile, but a good understanding of how mobile marketing works will put you in total control of your marketing.
(https://buildfire.com/what-is-mobile-marketing/)

Q3. What are some of the key developments in technology that have led to the rapid adoption of Mobile Marketing as biggest game changer for marketers today ?   (10 Marks)

Q3. What are the various types of mobile apps and suggest which type of app would you recommend for the following businesses giving reasons for your choice ?   (10 Marks)
   a. A Food delivery startup
   b. A Quick Service Food Outlet serving Rolls and Momos
   c. A well established branded Ice-Cream parlor

According to Andreas Marcus Kaplan, Marketing Professor at the ESCP Europe School of Business, mobile marketing refers to all marketing endeavors done via a far-reaching network to which target customers are ever-connected via their mobile devices.
As of late 2015, mobile web traffic had exceeded desktop internet use, and the situation has been like so that ever since. To reiterate this: a 2018 survey by Statista concluded that 52.2 percent of online traffic around the globe was generated through smartphones.
(https://sendpulse.com/support/glossary/mobile-marketing-sms)

Q3. What are some of the key developments in Consumer behavior and attitude, that have led to the rapid adoption of Mobile Marketing as the primary option for marketers today ?   (10 Marks)

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Whichever form of email marketing is being used, both hand the reins to the customer, giving them control over when the relationship starts and stops.

Q1. Evaluate at length how permission marketing works and cite two examples of Situational permission
(10 Marks)

Permission
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But, not everything is coming up permission-based marketing roses. Permission marketing does have its downsides. For example, because these permission marketing emails are often automated, businesses must be wary of sending too many. A company that emails their customers about every new deal, sale, or feature launch can overload an inbox and degrade customer interest.

The same can be true of sending too few emails. A lead can forget your business exists as quickly as they discovered you. Balancing content volume and cadence is key.

So, what kind of content is best when using permission-based marketing? Here are a few to get the ball rolling:

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Q1. Evaluate at length how permission marketing works and cite two examples of Loyalty permission
(10 Marks)

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Q1. Evaluate at length how permission marketing works and cite two examples of Personal Relationship permission (10 Marks)

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Q1. Evaluate at length how permission marketing works and cite two examples of Brand Trust permission (10 Marks)

SECTION 2 Social Media

Case

Your friend Raghav is a young entrepreneur, who started off his small business of supplying office stationery to corporate offices in Basant Lok area of New Delhi. He was suave and tech savvy and quickly grew his business through corporate networking, which had the who's who of marque brands like Coke, Amex, Bechtel etc. His Revenues grew 10X within short period of 2 years however he seemed to have reached a ceiling and felt the need to expand faster.

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Q2. Access facebook.com and/or Linkedin.com and create a DETAILED social media marketing plan clearly explaining the logic behind your choices and an approximate budget with snapshots from each of the platforms(s) that you recommend. (20 Marks)

Case

Your friend, Shrishti, who runs a boutique called 'Shrishti Creations' in Navi Mumbai, has been struggling to keep her operations cost low, and this has been hampering her profitability for 15 months. Initially, she grew her business rapidly though work of mouth, of upper middle class business executives of Navi Mumbai, and with their well networked community, the word of her exclusive Salwar Suits spread like wild fire. However, with every new competitor entering the arena, the popularity of her designs took a nose dive and she is hardly able pay her craftsmen on time to keep them from switching to other employers.

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Q2. Access facebook.com and/or Linkedin.com and create a DETAILED social media marketing plan clearly explaining the logic behind your choices and an approximate budget with snapshots from each of the platforms(s) that you recommend. (20 Marks)

SECTION 3 - Advertising

Q3. You have a thriving online business of smartphones of all makes. The business executive segment appears to be under penetrated in your location of Chandigarh, and you have decided to advertise specifically to the corporate executives to expand your visibility, with the daily budget capped at ₹4500/-

Visit LinkedIn.com and create an ad with the following specifications.
Then take a snapshot of the following:
a. All Target audience descriptions entered
b. Report the 'Size of the Target Audience' and
c. screenshot of the '30 day Budget' for marketing to this audience

Finally paste the snapshot on a word document (.doc) and upload it along with a description of the Image advertisement including:
a. Visuals that you would choose

b. Caption that you would use

(10Marks)

Case

Women in the age group 35-54 years, who are English Teachers with upto 3years experience, in the NCR Region, with a Master's of Arts degree.

Case

Men in the age group 25-54 years, who are IT Managers in the state of Maharashtra, with a Bachelor of Engineering Degree

Case

Executives in the age group 25-54 years, who have in interest in Marketing and Advertising, with an MBA, in the Karnataka.

Case

People in the age group 25-34 years in India, who have an interest in Mobile Advertising, and have upto 3 years experience.

Case

Young executives in the age group 25-34 years, who have graduated in the field of 'Accounting and finance', who are currently seeking jobs.

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FOURTH TRIMESTER (Batch 2019-21)
END TERM REPEAT EXAMINATIONS, NOVEMBER 2020
Set-II

Course Name	Marketing on Internet, Social Media and Mobile	Course Code	MKT403
Max. Time	**2 hours**	Max. Marks	**40 MM**

INSTRUCTIONS:
Attempt ALL 3 Questions

SECTION -1 Evolution of the WWW

Most websites contain the letters "www" in their addresses, but what exactly does "www" stand for and what does it mean? To answer these questions lets start of by looking at a definition.

"www" stands for "The World Wide Web" which is a subset of the internet. It links and connects documents together that can be searched on web browsers such as Google Chrome, Internet Explorer, Safari and others. It was first developed between 1989 and 1990 by a scientist with the name Tim Berners-Lee and at the end of 1990 people were able to see the first web page on the internet.

The Evolution of the Web
As the amount of internet users increased daily (from when it was invented), the web and internet were redesigned and changed to accommodate the needs and aspirations of different users and their different devices through the years.

Q1. Based on your knowledge of the evolution of the web, analyze five differences between Web 2.0 and Web 3.0, giving suitable examples.   (10Marks)

The World Wide Web is a system of interlinked hypertext documents accessed via the Internet. With a web browser, one can view web pages that may contain text, images, videos, and other multimedia and navigate between them via hyperlinks. On March 12, 1989, Tim Berners- Lee, a British computer scientist and former CERN employee, wrote a proposal for what would eventually become the World Wide Web. The 1989 proposal was meant for a more effective CERN communication system but Berners- Lee eventually realized the concept could be implemented throughout the world. Berners- Lee and Belgian computer scientist Robert Cailliau proposed in 1990 to use hypertext "to link and access information of various kinds as a web of nodes in which the user can browse at will". In these ways the first web service was designed and tested and latterly confined as Word Wide Web.

Q1. Based on your knowledge of the evolution of the web, analyze five differences between Web 2.0 and Web 4.0, giving suitable examples.   (10Marks)

The World Wide Web was established with the objective of accessing the data from anywhere at any time in form of interlinked hypertext language. The World Wide Web (known as the web) is not

homologous to internet but is the most obtrusive part of the internet that can be defined as techno-social system for the interaction between human and technological networks. Techno-social system defines as a system that enhances human percipience, verbalization, affiliation, and Integration. In other words affiliation needs verbalization and verbalization needs percipience being integrated

Q1. Based on your knowledge of the evolution of the web, analyze five differences between Web 3.0 and Web 4.0, giving suitable examples. (10Marks)

SECTION -2 Social Media

Sarah is planning to open a florists shop near the Malviya Nagar Market in Jaipur. She is keen to target the students from the Deen Dayal Upadhyay University situation less than 2 kms away, apart from scores of youngsters who throng the dozens of cafeteria and snacks outlets dotted throughout the Main Malviya Nagar Market.

Q2. Access facebook.com and/or Linkedin.com and create a detailed marketing plan to help Sarah increase the number of visitors to her Florist Shop.

(20 Marks)

Rasheed has recently opened a barber shop in the busy Borivali Market, in central Mumbai. After an initial spurt in patronage, he is struggling to get his customers to visit again. His toughest competitors are 3 other barber shops that have been established for over a decade, each having a loyal customer base. Rasheed is a great believer of the power of Mobile Marketing and has approached you through a common friend to help turn around his business.

Q2. Access facebook.com and/or Linkedin.com and create a detailed marketing plan to help Rasheed increase his earnings (20 Marks)

Mr. Sharma had been working as a sub divisional Clerk at Tis Hazari Courts in Delhi, till before he met with an accident, after which he lost both his legs. As a rehabilitation measure, the government has allotted a small store to him in the Local Shopping Complex about 5 kms from his residence. Of the various options discussed with his family, the idea of opening a small grocery shop is emerging as the most viable and practical option. Mr. Sharma's son who is also in college has approached you for help.

Q2. Access facebook.com and/or Linkedin.com and create a detailed marketing plan to help Mr. Sharma start getting customers in a cost effective way. (20 Marks)

Sheila is a maid in a posh south delhi colony. Like most workers in her colony, she surely sees a brighter future for her daughter, Pinky who has recently cleared her 12th class exams. With her minimal savings she has been able to get her daughter Pinky, trained as a Beautician at a nearby Beauty Parlour. However, before she invests in setting up a Beauty Parlour for Pinky, she wants to get an estimate of the the number of customers she is likely to get in the Seema Puri Area of Delhi.

Q2. Access facebook.com and/or Linkedin.com and create a detailed marketing plan and provide an estimate of the Monthly budget for Pinky to get, on an average, 5 clients a day. (20 Marks)

SECTION -2 Mobile Marketing

Both marketers and consumers begin their web services on mobile. Digital marketers in particular are excited to run mobile campaigns, because they know that mobile users are motivated buyers. According to Salesforce, "68% of companies have integrated mobile marketing into their overall marketing strategy."

The earlier you start reaching out to them, and solving their problems, the more results you will get in your business. It's no secret that building a successful online business has its challenges. One of such is knowing how to interact with potential customers on different platforms and devices.

Not only will you get the best results out of mobile, but a good understanding of how mobile marketing works will put you in total control of your marketing.
(https://buildfire.com/what-is-mobile-marketing/)

Q3. Evaluate some of the key developments in technology that have led to the rapid adoption of Mobile Marketing as biggest game changer for marketers today ?   (10 Marks)

Q3. Evaluate the various types of mobile apps and suggest which type of app would you recommend for the following businesses giving reasons for your choice ?   (10 Marks)
   a.   A Food delivery startup
   b.   A Quick Service Food Outlet serving Rolls and Momos
   c.   A well established branded Ice-Cream parlor

According to Andreas Marcus Kaplan, Marketing Professor at the ESCP Europe School of Business, mobile marketing refers to all marketing endeavors done via a far-reaching network to which target customers are ever-connected via their mobile devices.

As of late 2015, mobile web traffic had exceeded desktop internet use, and the situation has been like so that ever since. To reiterate this: a 2018 survey by Statista concluded that 52.2 percent of online traffic around the globe was generated through smartphones.
(https://sendpulse.com/support/glossary/mobile-marketing-sms)

Q3. Evaluate some of the key developments in Consumer behavior and attitude, that have led to the rapid adoption of Mobile Marketing as the primary option for marketers today ?   (10 Marks)