

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**PGDDM– SEMESTER –I–EXAMINATION – WINTER-2022**

Subject Code:1517501

Date: 27/01/2023

Subject Name: Fundamentals of Digital Marketing

Time:10:30 AM TO 1:30 PM

Total Marks: 70

**Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q.1

## Objective Questions

14

- 1 Which of the following is incorrect about digital marketing?
- |   |   |
|---|---|
| <p>A. Digital marketing can only be done offline</p> <p>C. Digital marketing requires electronic devices for promoting goods and services</p> | <p>B. Digital marketing cannot be done offline.</p> <p>D. In general, digital marketing can be understood as online marketing, web marketing, and e-mail marketing.</p> |
|---|---|
- 2 Which of the following is not involved in the digital marketing process?
- |                                    |  |
|------------------------------------|--|
| <p>A. RSA</p> <p>C. Podcasting</p> | <p>B. Voice Broadcasting</p> <p>D. SNP</p> |
|------------------------------------|--|
- 3 What is the name of the process in which marketing is achieved by incorporating tools, techniques, electronic devices, technologies, or systems?
- |   |  |
|---|--|
| <p>A. Internet Marketing</p> <p>C. Electronic Marketing</p> | <p>B. Direct Marketing</p> <p>D. Interactive Marketing</p> |
|---|--|
- 4 The classic definition of marketing according to AMA "the activity, set of institutions and process for creating, communicating, delivering and exchanging offerings that have value for
- |   |   |
|---|---|
| <p>A. Customers and clients</p> <p>C. Customers, clients, partners and society at large</p> | <p>B. Partners and society at large</p> <p>D. Customer demand</p> |
|---|---|
- 5 This is not one of the types of digital marketing
- |  |  |
|--|--|
| <p>A. Television advertisement.</p> <p>C. Mobile marketing</p> | <p>B. Social media marketing</p> <p>D. Newspaper advertisement</p> |
|--|--|
- 6 Creating a value proposition in which the product and the price meet the -----  
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Q.3

Long Questions ( 3 out of 5)

21

- (a) Why will you prefer Digital Marketing over Traditional Marketing?  
Why is digital marketing preferred over traditional marketing?
- (b) How can customer profiles be built using navigation and sales data through CRM?
- (c) Explain the different ways of the engaging consumer in the digital marketing Space.
- (d) What are the 8ps of Marketing mix analysis? Name the 8ps and explain five of them in detail.
- (e) Explain the PEOM framework with suitable example.

Q.4

Case Study

14

Swiggy is a Bangalore based food tech start-up by three techies from the IIT, IIM breed of entrepreneurs – Nandan Reddy, Rahul Jaimini and Sriharsha Majety. Operational since August 2014, Swiggy has expanded its services in 8 cities across more than 1000 restaurants. The customer base has swelled to more than 30000 customers across the length and breadth of India. Swiggy is thus an example of a success story of a startup in the food delivery space. Swiggy is food ordering and delivering company that provides a single window for ordering food from a wide range of restaurants. It is a delivery solution that connects neighbourhood restaurants with urban foodies. Swiggy was born with the idea of providing an end to end food service – right from order to delivery. Though it sounds a bit counterintuitive, Swiggy maintains that it wants to make kitchens obsolete. Swiggy has competition from Food Panda, Zomato and Tiny Owl. But it has its own fleet of delivery agents comprising of full time and part time delivery staff. The mobile app makes it easy for a customer to order food from the comforts of his home as well as track the order in real time basis. Faster delivery has remained Swiggy's core competence. So, restaurants can now focus on concentrating on their core business and scaling up the delivery revenues. Customers are delighted with Swiggy because there is no minimum order limitation and cash on delivery option is available. Swiggy has managed the successful integration of both online and offline marketing campaigns. Both these forms have complemented each other so well. Swiggy's promotions are through Facebook, Twitter, YouTube, Pinterest and Instagram.

Visual imagery and food walks in local areas have characterized Swiggy's promotional efforts. Facebook page is active and regularly updated with one post a day. The posts are eye-catching, laced with humour and creative quotient. Swiggy has close to 70000 fans on Facebook. The posts have served as an effective means of engaging with consumers. Not satisfied with its efforts, Swiggy has also taken on "video advertising" as part of viral marketing campaign. The video that was released during Diwali garnered 60000 views. The returns on digital marketing efforts are so clearly visible, unlike traditional advertising platforms. Swiggy has consistently delivered the message across all the channels that they are better than others when it comes to delivery. On Twitter, Swiggy has 6000 followers and the Twitter handle is effectively used to respond to both criticism and appreciation from customers. On Tuesdays.

Swiggy organizes contests on Twitter and gives away coupons and munching bags for the winners. Pinterest and Instagram are other platforms where Swiggy's presence is well-defined. This multi-channel strategy and social media presence have led Swiggy to effectively manage its relationships with customers and create greater visibility about its brand. Swiggy's digital marketing efforts have led to a higher brand recall, a growing fan base on social media channels and the immense popularity of its mobile app. Swiggy's business model and social media campaigns have led to:

- Customer-centric design in all elements of business planning
- High response rate in addressing customer queries
- Creative and customer engaging campaigns
- Leveraging events of great popularity for brand recall
- Promotions aimed at improving visibility for clients

Swiggy has two major revenue streams. 1. The major part of Swiggy's revenue is from the commission that it collects from restaurants for lead generation and for serving as a delivery partner. 2. Swiggy also charges a nominal delivery fee from customers on orders below a threshold value. Indian food delivery market is valued at 15 billion dollars and is set for an exponential growth. Food delivery has become a very competitive market in India. Now that Uber has finally released its food delivery app UberEATS in Mumbai and Google has launched its hyper local services and meal delivery app Areo in Bangalore and Mumbai, the competition is getting tougher for Swiggy. Swiggy is aiming to maintain its market share by keeping their maximum focus on 8 major cities which are Mumbai, Pune, Bangalore, Hyderabad, Chennai, Delhi, Gurgaon, and Kolkata. In the context of the above case, discuss the relevance of a multi-pronged presence on digital platform of swiggy to achieve success in digital marketing efforts.

- a) How has Swiggy managed to stay ahead of its competition?
- b) As the Indian food delivery market becomes intensely competitive, how can Swiggy create a successful business model for the future?

**OR**

- a) Can you think of any other revenue streams that can be incorporated into its business model?
- b) Discuss the various platform of digital marketing used by Swiggy and its impact on their business.

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