

GUJARAT TECHNOLOGICAL UNIVERSITY
PGDDM-SEMESTER-I-EXAMINATION-WINTER-2024

Subject Code: DM01076021

Date: 18/12/2024

Subject Name: Fundamentals of Digital Marketing

Time: 10:30 AM TO 12:30 PM

Total Marks: 50

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. No. | Question Text and Description | Marks |
|------------|--|-----------|
| Q.1 | Definitions / terms / explanations / short questions based on concepts of theory/practical (Any Seven) A. Outbound marketing B. Traditional marketing C. Behavior of online consumer d. Characteristics of digital marketing E. Web 2.0 and marketing F. Contextual targeting G. Ethical issues in dm H. E-public relation | 14 |
| Q.2 | Multiple Choice Questions (All Compulsory) | 12 |
| 1 | Which of the following is a correct match ? A. Search engine optimization -> In-organic results B. Search engine marketing -> Organic results C. Display Advertising -> banner and video ads D. Email marketing -> Fan Page | |
| 2 | Which of the following is an example of owned visibility A. Website B. Online review C. Paid ads D. Viral marketing | |
| 3 | Earned visibility is A. Paid ads B. Free of cost C. Paid search D. Paid reviews | |
| 4 | What exactly do you want that a visitor should do while he is on your landing page? A. CTA B. PPC C. SEO D. SEM | |
| 5 | Which of the following is not a platform for generating sales leads ? A. Landing pages B. Sign up forms C. Call to action D. Online reviews | |
| 6 | A landing page is A. Home page of a website B. The first page on which users land, after clicking an online ad C. Page from where user exit the website after visiting more than one page D. A page on which a user spent the maximum time | |
| 7 | How many main pillars of digital marketing exists? A. 2 B. 4 C. 3 D. 5 | |

- 8 Tools of sales promotion that are used to trigger short term customer involvement or to build customer relationships are classified as
- A. inbound promotion B. outbound promotion
C. organizational promotion D. consumer promotions
- 9 Which component of a digital strategy involves formats, timing and platform spends?
- A. Media B. Content
C. Tactics D. Channel
- 10 Satisfaction was discussed in class as a comparison of the customer between the _____ and _____ of the offering.
- A. Price and Quality B. Expectation and Performance
C. Service and Warranty D. Loyalty and Word of Mouth
- 11 POEM framework was introduced. Which among the following is not a media format ?
- A. Paid Media B. Earned Media
C. Powerful Media D. Owned Media
- 12 AIDAA framework introduced in the class speaks of consumer buying behavior. The stage which illustrates consumers sharing positive/negative reviews after product consumption is called _____.
- A. Awareness B. Interest
C. Action D. Advocacy

Q.3

Long Questions

- (a) What do you mean by online reputation management? Explain its scope and importance **07**
- (b) Communication is unidirectional in traditional marketing while it is bidirectional in Digital marketing discuss in context with Differ Traditional Marketing Vs Digital marketing **07**
- OR
- (a) Understanding Digital Consumer is very difficult. Sometimes scenarios are like “ I don’t know you and you don’t know me” Discuss. **07**
- (b) Digital marketing can reach targeted customers more effectively and marketing delivers immediate results but B2C and B2B matters a lot. Discuss. **07**

Q.4

CASE STUDY:

Boo.com lacked the expertise, resources and capabilities to make a successful launch in 18 countries simultaneously. The founders had created a successful online book business in Scandinavia but Boo.com was a much more complex operation. Additionally, the underlying technology infrastructures were not in place and the ‘aspirations’ of the management team for the functionality of the website were way beyond the ‘know-how’ of developers at the time. Ultimately, Boo.com did not have a coherent strategy and so rather than building a scalable business that could grow over time they aimed to build a global business overnight. The company benefited from the high demand for high-tech stocks, which allowed money to constantly be pumped into the business. However, once the company demonstrated its inability to deliver, the launch date for the website was constantly put back. The failure to deliver on time linked with the stock market crash it was almost inevitable that the business would fold.

Boo.com wanted to offer a product range of branded goods to the 18- to 24-year-olds who were both fashion conscious and had good incomes. In essence, this approach was ok if the size of this target group at the time of launch was not as extensive as predicted and there were still many barriers to shopping online both for this group and other potential targets. This made a heavy demand on the promotional budget as Boo had to launch a new shopping concept; establish credibility for the brand and reinforce to the target audience that it was ‘ok’ to shop online. Boo failed on the logistic side, there were many problems associated with logistics throughout the supply chain. Goods were delivered late and returns were mishandled.

Shopping with Boo was a laborious process. The user interface had many graphical features which meant slow download speeds and was not seen to be user-friendly. When it is working, the online environment created by Boo was sophisticated and offered many of the interactive features that shoppers were looking for; however, this was not the case for much of the time. Furthermore, many shoppers did not have broadband and as a consequence could not enjoy any of the benefits. The shopping process did not work in a streamlined way and there were many angry customers. People: the website used JavaScript and Flash technology to allow Miss Boo, a sales-assistant-style avatar to assist shoppers, but this did not work very well especially when using a 56k modem and dial-up connection.

Premium brands were used, leading to premium prices. Unclear on mix between sportswear and high street fashion. Scope relatively narrow, limiting target audience. As mentioned in the case, there were issues of pricing in different regions. No mentions of discounting are made, consistent with the brands' premium positioning. However, competitive selective promotions are today commonly used by many e-retail brands.. Boo.com had a worldwide distribution, which was good for achieving reach, but added to the cost-base of the company, impacting on promotion. A global launch of a new brand was ambitious and can be contrasted with the more conservative approach from the likes of Amazon and eBay. To build the Boo brand and drive visitors, it was reliant on online advertising, which gave rise to a high cost per customer acquisition that ultimately led to the brands failure. The use of PR was more effective and is one of the successes of Boo. The magazine appears over ambitious and did not pay for itself through sales generated. At the time, the promotion through online marketing techniques such as search engine advertising and affiliate marketing techniques was limited in its possibilities. Today, these are more effective for companies.

It is well known that the technology was too advanced for a time when the vast majority was accessing the web over dial-up modems. This led to a 'clunky' experience that resulted in the low conversion rates referred to in the article. It also seems likely that the cost of providing customer service was not factored into the business model.³In many ways the vision of Boo's founders were ideas before their time. Give examples of the e-retail techniques used to create an engaging online customer experience which Boo adopted and in now becoming commonplace. When boo.com collapsed, the company left a legacy of the underlying e-commerce technology. This was bought for £250,000 by Dan Wagner, which enabled him through his company Bright Station to create an e-commerce solution package, which runs many of today's successful online retailers' web operations. The 3D images of products, sales assistant avatars and multiple country online stores are examples of some of the features of Boo.com operations that have now become common place, for example, IKEA for online sales support through their 'Ask Anna' facility.

- (a) Which strategic marketing assumptions and decisions arguably made Boo.com's failure inevitable? **10**

OR

- (a) Use the framework of the 7 p's of marketing mix to apprise the marketing tactics of Boo.com **10**
