

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

MBA (Sem-4)
INTERNATIONAL AND SOCIAL MEDIA MARKETING

Subject Code : MBA-925-18

M.Code : 77810

Date of Examination : 07-06-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of Eight questions carrying TWO marks each.
2. SECTION-B consists of EIGHT questions, students have to attempt any FOUR questions, selecting ONE from each sub section, each question carries EIGHT marks.
3. SECTION-C is compulsory CASE STUDY, carrying twelve marks.

SECTION-A

1. Write briefly :

- a) Electronic payment system
- b) Global trade barrier
- c) Political influence in international market
- d) Distribution policy
- e) Pricing Mix
- f) Electronic commerce
- g) Social media marketing framework
- h) Non-tariff barriers.

SECTION-B

UNIT-I

2. What are the main causes for going international market? What are the major challenges to enter the international market?
3. What is international marketing research? Discuss the factors affecting the marketing research in international market. What is the process of marketing research?

UNIT-II

4. What documents are required for export? Discuss the EXIM policy of India. Discuss the role of export promotion organisations.
5. What is the role of international communication policy? Describe the marketing mix for international market and how it is decided?

UNIT-III

6. Describe the consumer behaviour on the internet. What are the social media marketing strategies?
7. Point out how traditional marketing is different from modern marketing? Discuss the various platforms for social media marketing and what are their features?

UNIT-IV

8. What is SEM and how it's different from the SEO? Highlight the strategies of SEO.
9. Critically comment on the Webinars, Streaming Video, Podcasts and Big data.

SECTION-C

10. Case Study :

Knorr has been making cooking easy since 1838. Its ready-made sauces and stock pots are available in nearly 90 countries worldwide and with annual sales over \$3 billion, it is parent company Unilever's biggest-selling brand. In Poland, Knorr's best-known product is Bulionetka; a stock used in soups and braised dishes. Even well-known brands can't stand in the hypercompetitive FMCG category, especially when busy lifestyles mean that fewer and fewer Polish people take time to cook at home. Knorr's new TV campaign was designed to raise awareness among women aged 25-49, but Knorr also wanted to reach a younger audience to drive sampling and sales.

Questions :

- a) Knorr approached you to prepare a suitable and multi-channel digital marketing plan to attract the younger audience to its products.
- b) Prepare a digital ad to promote Knorr products and services in social media of your choice. Justify your choice of social media.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.