

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER -III– EXAMINATION – WINTER 2021

Subject Code: 4539287**Date: 17-02-2022****Subject Name: Digital and Social Media Marketing****Time:10:30 AM TO 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q. No.	Question Text and Description	Marks
Q.1	Explain the meaning of following terms : (a) Organic search (b) SERP (c) 70/20/10 strategy (d) CPC (e) SEM (f) Landing Page (g) Mid-roll add	14
Q.2	(a) Explain P-O-E-M framework in digital marketing strategy with reference to any Indian FMCG giant.	07
	(b) How digital marketing is better than traditional marketing? Explain with reference to point of difference between them.	07
	OR	
	(b) Remember about any recent campaign of amazon.com. Discuss the positive and negative point of the same campaign	07
Q.3	(a) What is display advertising? Explain in detail various types of display ads.	07
	(b) Differentiate and identify pros and cons of CPM vs CPC pricing.	07
	OR	
Q.3	(a) You want to advertise about your product on google search engine. What are the various extensions you will use to make your advertisement more effective?	07
	(b) Explain any seven types of adverts of facebook with example	07
Q.4	(a) Why you will include linkedin in your social media plan? Explain with its importance.	07
	(b) Explain various types of targeting you should consider while launching a campaign on twitter.	07
	OR	
Q.4	(a) Why should you have Instagram in your social media plan? Explain the unique features of it	07
	(b) Mobile marketing is essential part of digital marketing – explain with pros of mobile advertising.	07

The fall and rise of Maggi :

Challenge: Maggi face worst crisis in May 2015 when FSSAI labeled it as unfit for consumption because of excessive lead content found in product. With the product off the shelves and no clear view about the future, it was important for brand to send right messages to its customers. The brand trust score went from 98% to 2 %, so communication became very crucial.

Listening: Immediately after the news about ban on Maggi spread, amidst all the chaos and negativity about the product, Maggi India found through listening that most of its loyal customers – the youth – still loved the product and expressed their love for Maggi on social media.

Objectives: After the listening exercise, Maggi India considered it important to regain the love and trust of its customers during the period of crisis. So the entire campaign was designed for establishing emotional connect with customers. Only after coming out of crisis, Maggi concentrated on regaining market share.

Key Performance Indicators :

- Sentiment around social media
- Brand trust scores
- Market share regain after crisis

Strategy :

Phase I : Connecting with product lovers:

A digital campaign that played stories of India youth missing Maggi was launched, and Maggi reciprocated their feelings by saying #wemissyoutoo

Phase II : Nestle standing up for Maggi:

In this phase 100 years old relationship with parent brand Nestle has with India was highlighted. This helped people develop trust in the parent brand Nestle, which was carried forward to Maggi.

Phase III ; Connecting with the worried moms :

Once the court verdict declared Maggi safe for consumption, the company launched multilingual campaign targeted mothers who felt guilty about giving Maggi to their kids. Maggi ran ads with message of trust and relief about Maggi from one mother to another.

Phase IV : Perfect Landing :

After seven months, when Maggi was back to shelves, the campaign #Welcomebackmaggi was launched. This campaign involved celebratory stories of people welcoming back Maggi into their lives.

RESULTS :

- On 11th Nov, 2015, 60000 comeback kits of Maggi were sold in just 5 minutes on snap deal.
- The conversations around the brand shifted from negative to positive.
- The brand trust grew from 2 % to 79 %

(a) What lessons you can draw on crisis management from this case. 07

(b) What should be content strategy for Maggi under the crisis? 07

OR

Q.5 (a) Do you think Maggi faced a dilemma between harnessing affinity for the brand on one hand and fighting the logical battle about excessive lead on the other hand? Comment. 07

(b) What are the key points which are in favor and against for Maggi in this whole case? 07
