**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**SIXTH TRIMESTER (Batch 2020-22)**

**END TERM EXAMINATION, MAY-2022**

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| Course Name | **Consumer-Driven Social Media Marketing** | Course Code | **MKTX4128** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**PART A (20 Marks)**

**Q.1**. Why adding social media marketing has become important for companies. How they can include Social media as part of their marketing mix? **(10 Marks)**

**Q.2** You are a social media marketer and you are approached by a client to suggest a possible social media plan to them. Create a social media plan using the following details:

About the company:

India Circus offers contemporary-chic, sophisticated, and affordable styles for various areas of your life, from home decor to personal accessories. With an All-Indian palette, we draw our inspiration from both Mughal Royalty as well as roadside chai.

We offer a diverse and distinct array of moods and tones, which we feel represent India.

India Circus seeks to curate the essence of life in India and transcribe this loud and colorful experience into a contemporary and sophisticated style. From luminescent lamps to totes a la mode, we have a lot to offer for various corners of your life!

The vibrancy of the colors combined with the nuanced heritage of the designs makes each piece created at India Circus exceptional. All of our creations offer sophistication with a dash of 'Indian-ness,' without draining your wallets.

Product category:

Home Décor

Dining

Accessories

Furniture

Wall décor **(10 Marks)**

**PART B (20 Marks)**

**Case Analysis**

**Case 1**

Morris Garages (MG) India brings one of the most celebrated automobile brands to one of the world’s fastest-growing automotive markets. The brand entered India with its first manufacturing facility in Halol, Gujarat in 2017 and launched its first wave of cars in 2019. MG India combines innovation, imagination, and passion with a quintessentially British heritage to position itself as an automotive manufacturer of the future.

**Challenge:**

To identify, reach and engage a new, untapped segment of high-value customers with the means and interest to purchase a luxury vehicle.

**Q.3** Suggest a campaign plan for MG to match the above-mentioned challenge. Which platform do you think they should adopt as part of the social media plan and why? **(10 Marks)**

**Case 2**

Sony India Pvt Ltd. is a 100% subsidiary of Sony Corporation, Japan. As an integral part of its Asia pacific ventures and business expansion strategies, Sony Corporation established the Indian subsidiary on November 17, 1994. The Indian subsidiary offers a wide variety of consumer (digital) products in the segments of Home Video and Audio; Home Theater Systems; Television and Projectors; Digital camera; Personal Audio; Play Stations; In-car Entertainment; Video Camera; Computer and Peripherals; Tablets; Smartphone and Storage Media and Batteries. Sony Mobile India is an official page of the company on Facebook to transform its ‘Xperia’ smartphones into the most popular choice of youth in India. Business Objectives of Sony Mobile India In the smartphone segment and under the strategic wing of Sony Mobile India, the company had the following

Objectives

• To grow the fan base and their engagement in the social media space.

• To make the customers and the target audience aware of the transformation of the brand from Sony Ericsson to Sony Mobile.

• To drive sales by leveraging its active presence on the social media and through effective audience engagement.

**Q.4** What possible platform you would suggest for the company to achieve the above-mentioned objectives. **(10 Marks)**