**Digital Marketing**

# **April 2022 Examination**

**Q1. Ramnarayan Blue Art Potteries, run by Ramnarayan Prajapat, is a second-generation handicrafts business that has spread its wings in India. Blue pottery is the traditional Jaipur craftwork, and Kot Jewar is its production hub. Tourists worldwide visit this village to behold themselves with the beautiful artisan work India has for them. Ramnarayan Prajapat wants to expand revenue and sales of Ramnarayan Blue Art Potteries through online platforms. Explain how Ramnarayan Prajapat can apply digital marketing for revenue growth using the ASCOR framework. (10 Marks)**

**Ans 1.**

**Introduction:**

Any marketing that uses digital devices that advertising experts might also use to offer promotional content and track its effectiveness all through the client journey. In practice, digital marketing refers to advertising and marketing campaigns that seem on a laptop, phone, iPad, or any other system. Some examples consist of net video, show advertisements; seek engine advertising, backed social ads, and social media feedback. Virtual marketing typically contrasts with conventional marketing techniques, including mag ads, billboards, and direct mail Its Half solved only

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**Q2. Snapdeal is India's largest online shopping marketplace, with the widest assortment of 35 million products across 800 plus diverse categories from over 125,000 regional, national, and international brands and retailers. With millions of users and more than 300,000 sellers, Snapdeal is the online shopping site for Internet users across the country, delivering to 6000+ cities and towns in India. Explain how Snapdeal uses the four extended Ps in executing its marketing plan and strategies. (10 Marks)**

**Ans 2.**

**Introduction:**

Marketing is a dynamic concern that can go away organizations well at the back of the competition if they stay stagnant for too long. The fundamental modifications to the core marketing mix illustrate this progression. Whereas there had been formerly four ps to describe the marketing mix, it is now widely agreed that a greater developed seven ps provides a much-needed layer of depth to the mixture, with a few theorists going even farther. The expanded marketing mix (7P's) is a collection of seven marketing additives that are speculated to work

**Q3.a. Though print advertising revenues are declining worldwide, it grows at a strong pace in India. It is important to note that India, with 439.42 million smartphone users, is the second-largest smartphone market in the World. Is the rate of digital adoption slow in India, or are there behavioral differences in media consumption? Explain the reasons behind the difference in print advertising revenues in India and the World. (5 Marks)**

**Ans 3a.**

**Introduction:**

Print advertising is a technique of advertising wherein a significant quantity of people is reached through physically printed material. Print advertising refers to advertisements revealed in physical copy in publications (newspapers, magazines, journals) that are likely to be examined through your target market. Newspapers, magazines, brochures, and junk mail are examples of

**Q3.b. Byju's is an Indian multinational educational technology company headquartered in Bangalore. To convert leads, the company needs to plan activities to engage prospects. What type of promotional activities should the company conduct to engage with prospects? (5 Marks)**

**Ans 3b.**

**Introduction:**

The marketing mix is incomplete without promotion. Any strive made via a corporation to communicate with capacity purchasers is a promotional pastime. There are essential dreams of promotional moves. Those are intended to: customers should be informed approximately your keep's objects, pricing, and offerings. Convince human beings to purchase the items you are promoting. Like any other control pastime, promotional activities should be planned and