Enrolment No. _____

AHMEDABAD UNIVERSITY
AMRUT MODY SCHOOL OF MANAGEMENT
UNDERGRADUATE / GRADUATE PROGRAMMES
2023-2024 MONSOON SEMESTER
END SEMESTER EXAMINATION
MGT506: DIGITAL THINKING

Date: 18-09-2023
Time: 05.00 pm – 7.00 pm

Total Marks: 35
No. of printed pages: 02

- This is an open-book exam. This means
  - You may bring/use any paper material including books, papers, printouts, notes, etc. Soft copies in any form are prohibited
  - You may **not** use electronic devices of any kind
  - You may **not** share materials with anyone. If you do not have your book or notes, you have to make do **without** them.
  - You may **not** consult anyone else
  - No exceptions to the above rules will be entertained and violations will be reported to higher authorities as instances of cheating, for disciplinary action
- You will be graded on originality, appropriateness and the ability to use multiple marketing concepts discussed in class, and in your assigned reading material, in answering questions. Simple copying of sentences from the text will not necessarily be the best answer
- Brevity is the hallmark of a good answer. Unnecessarily long answers are not necessarily better answers. Write only as much as necessary, and answer questions to the point
- The duration of this exam is **2 hours**
- *All the best*!

1. Vivo, a smartphone brand, has recently opened an exclusive store near Vijay Char Rasta - a prime commercial area in Ahmedabad. Customers can go in there and browse all of its products in a great ambience, and be guided by friendly and experienced sales staff. Vivo phones are also available in other third party stores and online in Vivo's own store as well as third party e-commerce sellers.
   a. Discuss the pros and cons of opening this showroom, for brand Vivo **[6 marks]**
   b. The sales staff in this showroom put in a lot of effort to show customers the latest Vivo models, but can rarely close a sale. Discuss why this may be so, and how you could motivate the sales staff in this showroom **[6 marks]**

2. Imagine that you are a brand manager for Cadbury's and have commissioned a digital marketing agency to launch an Instagram campaign for Dairy Milk. The agency launches an ad campaign which increases the number of likes per post on the Dairy Milk brand's Instagram account from 50 to 120 per post. Each post in this campaign also about 200 comments on average, up from about 100 from previous posts. How would you rate the success of this campaign from Cadbury's perspective? What other metrics (if any) would you track for this purpose? **[12 marks]**

3. Imagine that you work in Nestle Maggi's new product development team. You are tasked with the development of a new flavour of the popular Maggi noodles.
   a. Describe various approaches you could employ, to source new flavour ideas. Discuss the merits and demerits of each **[8 marks]**
   b. Outline a process from ideation to possible product launch of a new flavour of Maggi **[3 marks]**

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