

Registration No:

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Total Number of Pages : 02

MBA / MBAP

18MBA303A / 18PTMBA502A

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3<sup>rd</sup> & 5<sup>th</sup> Semester Regular / Back Examination: 2021-22

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DIGITAL MARKETING

BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (A &amp; M),

MBA (M &amp; F), MM / MBA(PT)

Time : 3 Hour

Max Marks : 100

Q. Code : OF510

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

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The figures in the right hand margin indicate marks.

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## Part-I

Q1 Answer the following questions :

(2 × 10)

- Why digital marketing has gained momentum in today's business?
- Explain Pay Per Click advertising with a suitable example
- Describe title tag optimization.
- What is the difference between SEO and SEM?
- Why is online marketing preferred over offline marketing?
- Describe the four C's of Digital Marketing?
- Differentiate between Ad Words and Ad Sense.
- State the meaning of key word advertising with suitable example
- How affiliate marketing helps digital marketers?
- Mention different types of ad tools with its uses

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## Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 × 8)

- Explain digital marketing landscape that shape digital infrastructure
- Illustrate with suitable example how Gen Y influence the growth of digital marketing
- Enumerate the reasons for which businesses are going towards digital marketing.
- Elaborate the key traits of digital consumer with suitable examples.
- Explain various factors influencing the successful PPC advertising. State some of the advantages and disadvantages of PPC.
- How could you use Social media in order to promote your brand and increase Customer Engagement?
- Mr. Kumar wants to make a display ad of his newly opened hospital. Suggest types of display ads that he can use and justify.
- Explain various factors influencing Display Advertisements.
- Analyze the different types of mobile marketing with its advantages.
- Define ROI in digital marketing. Explain the different techniques used for ROI measurement.
- Ragini wants to create first Google Ad campaign of her beauty blog. Explain the process of creating first Goggle ad campaign for her.
- Illustrate with example how consumer segmentation and positioning is done through online tools.

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## Part-III

Q3 Only Long Answer Type Questions (Answer Any Two out of Four)

(02×16)

How consumers are targeted through online marketing tools. Explain in details

(16)

Q4 Critically examine the key drivers for the growth of digital marketing in India.

(16)

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**Q5** Describe content marketing. Explain its importance with suitable example. (16)

**Q6** Discuss the benefits of E-mail marketing. Explain the tasks involved to make your E-mail marketing communication more effective. (16)

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