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IMBA
16IMN803A

8th Semester Regular / Back Examination: 2021-22

DIGITAL MARKETING

BRANCH(S) : IMBA

Time : 3 Hour

Max Marks : 100

Q.Code : J062

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

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions : (2×10)

- How Gen-Y consumers have influenced the growth of digital engagements?
- Explain Pay Per Click advertising with a suitable example
- State how social market networks changed the digital marketing landscape.
- Define pay per click advertising with suitable example.
- How social media helps to increase your business?
- Why microblogging?
- Differentiate between AdWords and AdSense.
- Mention different types of ad tools with its uses
- Mention two ROI measurement techniques of social media marketing
- State how demographic segmentation of a product can be done through facebook.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6×8)

- Explain with example how can companies use the virtual world to position their brands.
- Explain how keyword advertising benefits online consumers.
- Discuss the major challenges of developing the online content.
- Illustrate various search marketing methods to increase online visibility of products.
- Mr. Kumar wants to make a display ad of his newly opened hospital. Suggest types of display ads that he can use and justify.
- Analyse how degree of consumer engagement helps on line companies in brand promotion
- Explain how LinkedIn is different from twitter social marketing site
- What is e-CRM? Discuss the benefits of e-CRM in online banking
- Analyse the different types of mobile marketing with its advantages.
- Describe the 4 Cs of digital marketing with suitable examples.
- Explain various factors influencing Display Advertisements.
- Discuss the reasons motivating companies towards digital marketing.

Part-III

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

- Q3** Define internet marketing. Critically analyse the salient features of the changing marketing landscape. (16)
- Q4** What are the various components of a web traffic plan? Discuss in detail (16)
- Q5** Describe different types of mobile marketing. Discuss the best practices for successful mobile marketing with proper justification (16)
- Q6** Describe content marketing. Explain its importance with suitable example. (16)