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Total Number of Pages : 02

MBA
18MBA303A

3rd Semester Regular Examination 2019-20

DIGITAL MARKETING

BRANCH : MBA

Max Marks : 100

Time : 3 Hours

Q.CODE : HR973

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 Only Short Answer Type Questions (Answer All-10)

(2 x 10)

- a) What is digital marketing?
- b) What do you mean by page views?
- c) What is PPC advertisement?
- d) What do you mean by Bumper Ads?
- e) What do you mean by location Based Search?
- f) What is on-page optimization?
- g) What do you mean by Bounce rate?
- h) What is Hashtags? Where can you use it?
- i) What do you mean by Backlink?
- j) What are various types of Display Ads?

Part- II

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

(6 x 8)

- a) What is Affiliate Marketing? How does it works?
- b) Ragini wants to create first Google ad campaign of her beauty blog. Explain the process of creating first Google ad Campaign to her.
- c) How could you use Social Media in order to promote your brand and increase Customer engagement?
- d) What is CRM and CX in Digital Marketing? Explain with example.
- e) Explain the various buying models available in display advertising.
- f) Anima has a blog of receipt where she writes, Share and Puts Video of World-Wide cuisines. Suggest her method of off-page optimization of SEO.
- g) Mr. Rajendran want to make a display ad of his financial consultancy business. Suggest types of display ad that he can use and Justify.
- h) Explain with suitable examples evolution of digital marketing from traditional marketing. How digital marketing provides opportunity for unemployed people.
- i) What is e-mail marketing? What are different types of e-mail marketing?
- j) In which situation you will choose a Digital Marketing Channel?
- k) Explain Ad Rank and Ad Auction Model with their respective importance.
- l) In an ad campaign, between CPC and CPM, how do you evaluate which is the better of the two?

Part-III

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

- Q3 a) What are the key drivers of Digital Marketing? Explain in details? (8)
b) How Digital Marketing is adding value to business? Explain how a company evaluates cost effectiveness of digital strategies. (8)
- Q4 a) A smart watch company wants to do competitive intelligence in terms of web analytics. Suggests the company methods used for tracking competitive intelligence. (8)
b) Explain the following :
i) Organic Vs paid listings
ii) Role of digital strategies. (8)
- Q5 a) What is Content Marketing? Explain its importance with suitable example. (8)
b) How consumers are targeted through online marketing tools. Explain in details. (8)
- Q6 a) What is Mobile Marketing? What are the different types of Mobile advertising model? (8)
b) What do you understand by Ad Replacement technique? Explain some its benefits. (8)