

MBA

**(SEM-III) THEORY EXAMINATION 2018-19
DIGITAL MARKETING****Time: 3 Hours****Total Marks: 70****Note: 1. Attempt all Sections. If require any missing data; then choose suitably.****SECTION A**

- 1. Attempt all questions in brief. 2 x 7 = 14**
- What is Digital Marketing?
 - What is pay per click advertisement?
 - What are some of the threats to Internet user privacy?
 - In what ways do consumers create content for the Web?
 - How are viral marketing and viral blogging used to generate word-of-mouth?
 - What do you mean by Location Based Search?
 - What is on-page optimization?

SECTION B

- 2. Attempt any three of the following: 7 x 3 = 21**
- Define digital marketing strategy and explain how it is used.
 - Why is search engine optimization (SEO) an important consideration for the company's owned media strategy?
 - Why do e-marketers see social media as an important aspect of CRM?
 - In which situation you are choosing a Digital Marketing Channel?
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SECTION C

- 3. Attempt any one part of the following: 7 x 1 = 7**
- The strength of the internet has affected traditional marketing in several ways. List five of them and how they affected marketing.
 - What are the different types of digital marketing? Explain each one with suitable examples.
- 4. Attempt any one part of the following: 7 x 1 = 7**
- What are the today's leading digital marketing channels? Explain with their advantages and disadvantages.
 - How digital marketing is adding value to business? And also explain how a company evaluates cost effectiveness of digital strategies
- 5. Attempt any one part of the following: 7 x 1 = 7**
- Explain the following –
 - Organic Vs Paid listings
 - ROI of Digital Strategies
 - Do you think Indian is now capable in doing business through Digital Marketing? Explain your answer either in favour or against.
- 6. Attempt any one part of the following: 7 x 1 = 7**
- What is Content Marketing? Explain its importance with suitable examples.
 - What are the online marketing mix elements? Explain each one with examples.
- 7. Attempt any one part of the following: 7 x 1 = 7**
- Do you think the coming 2019 election would be based on how a party formulates effective & successful digital marketing? Explain in the context of modern age of digitization.
 - Discuss on the following–
 - Consumer buying behavior in the digital-age.
 - E-commerce.