

Code No: 743AD**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, October/November-2020****DIGITAL MARKETING****Time: 2 hours****Max.Marks:75**

**Answer any five questions
All questions carry equal marks**

1. What is digital marketing and explain the components of digital marketing. [15]
- 2.a) Compare Marketing and Digital Marketing with examples.
b) What are the benefits of digital marketing? [8+7]
3. Describe various channels of digital marketing. [15]
4. What is digital marketing plan? Explain objectives and need of digital marketing plan. [15]
5. Discuss about Opportunities and Issues of digital marketing plan. [15]
6. Differentiate traditional marketing and online marketing with examples. [15]
7. Write a short note on the following:
a) CPM and CPC
b) Landing Page and its importance. [8+7]
- 8.a) Describe the scope of analyzing the performance of Digital Media.
b) What are the strategies used for Acquisition and Retention of customer through social media. [7+8]

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