

Code No: 763AD**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, February - 2021****DIGITAL MARKETING****Time: 2 hours****Max.Marks:75****Answer any five questions****All questions carry equal marks**

1. What are the major differences between traditional and digital marketing and explain the scope, benefits of digital marketing. [15]
2. What are the platforms for digital marketing in the modern digital marketing landscape and major digital marketing trends in the current era? [15]
3. What is the Search Engine Optimization (SEO) in digital marketing and brief on the procedure for migrating from traditional channels to digital channels, types of digital marketing with suitable illustrations? [15]
4. How do you segment the customers in digital marketing? Explain the importance of audience segmentation in digital era and what media strategies can be proposed for the different segments – illustrate? [15]
5. Discuss the purpose of digital marketing plan, elements of a digital marketing plan and brief on the role of situational analysis, opportunities discovery in formulation effective digital marketing plans. [15]
6. Examine the importance of SEM in digital marketing and define inbound links, why inbound links are important in digital marketing? [15]
7. Explain the importance of a display Ad in marketing, forms of display Ads and procedure for choosing a display Ad format and discuss on landing page and its importance. [15]
8. What are the different forms of social media marketing and how to measure the success of your social media campaign and the role of social network site in retaining the customers? [15]

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