

Code No: 763AD**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, July/August - 2021****DIGITAL MARKETING****Time: 3 hours****Max.Marks:75****Answer any five questions****All questions carry equal marks**

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1. Critically examine the role of digital marketing in this pandemic time in India and discuss the scope, components of digital marketing. Compare traditional marketing and digital marketing. [15]
2. Explain different digital marketing platforms and strategies of digital marketing and discuss the current trends in digital marketing in 2020 with illustrations. [15]
- 3.a) Characterize the Email marketing, social media marketing, interactive marketing.
b) Explain the role of Online Public Relations in digital marketing. [8+7]
4. Why majority of business concerns would like to migrate from traditional channels to digital channels in India and brief on the obstacles in this migration process. [15]
- 5.a) How, digital marketing channels support in reaching the targeted markets?
b) Brief on the approaches recommended by digital marketing in acquisition and retention of customers. [8+7]
- 6.a) Discuss need of a digital marketing plan for a consumer-based marketing firm.
b) Explain the elements of a digital marketing plan in the marketing plan of a firm. [8+7]
- 7.a) Examine the importance of search engine marketing and online advertising in Indian marketing environment.
b) Explain payment methods of online advertising. [8+7]
8. Discuss social networking with facebook, LinkedIn, microblogging with twitter digital marketing and brief on the role of social media in customer acquisition and retention. [15]

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