

Code No: 763AD

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**MBA III Semester Examinations, March/April - 2022****DIGITAL MARKETING****Time: 3 Hours****Max.Marks:75**

Answer any five questions
All questions carry equal marks

- 1.a) Compare and contrast between traditional and digital marketing.
b) Analyze the environmental factors that influence digital marketing. [7+8]
- 2.a) Explain the working of search engines in detail.
b) Explain the benefits and challenges involved in SEO. [7+8]
- 3.a) Discuss the ways to reach the audience in digital marketing.
b) Elaborate on mobile marketing and digital signage and its applications. [7+8]
- 4.a) Explain the various contents of search advertising.
b) Compare between direct distribution and marketing through online intermediaries. [7+8]
5. Explain elements of a digital marketing plan. [15]
- 6.a) Explain the need for a digital marketing plan.
b) How do you develop a digital marketing plan for cool drinks like coca cola product? [7+8]
- 7.a) Explain on-page and off-page optimization.
b) Compare and contrast different online marketing tools for effective marketing Communication. [7+8]
- 8.a) Explain “Digital Marketing cannot drive without Driver of the new marketing environment”.
b) Define social media metrics and how can we use digital marketing strategies through instagram and snap chat? [7+8]

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