

Code No: 763AD**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, September/October - 2022****DIGITAL MARKETING****Time: 3 Hours****Max.Marks:75**

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

- 1.a) Explain the concept of digital marketing and the components of digital marketing.
b) Examine the new trends in digital marketing. [8+7]
- 2.a) Enumerate the scope and need of digital marketing.
b) Explain the different digital marketing platforms and strategies. [8+7]
- 3.a) Discuss about the challenges in social media marketing.
b) Examine the advantages of migrating from traditional channels to digital channels. [7+8]
- 4.a) Elucidate the Audio, Video and Interactive Marketing.
b) Discuss the characteristic of website marketing, online advertising. [8+7]
- 5.a) How do you write a digital marketing plan for a new product? Illustrate.
b) Brief on the approaches of digital marketing in retaining a customer. [8+7]
- 6.a) Describe elements of a Digital Marketing Plan.
b) Discuss the procedure for implementation of digital marketing plan. [8+7]
- 7.a) What do you understand about website research? Explain about search engine marketing.
b) Describe the payment methods of online advertising. [8+7]
- 8.a) Analyze the factors involved in digital media performance.
b) Examine the impact of social media for customer reach and acquisition. [7+8]

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