JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA III Semester Examinations, March/April - 2023
DIGITAL MARKETING

Time: 3 Hours   Max.Marks:75

Note: i) Question paper consists of Part A, Part B.
ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.
iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

PART - A
(25 Marks)

1.a) Explain the concepts of digital marketing? Explain.   [5]
  b) Describe social media marketing in detail.   [5]
  c) Illustrate common social media marketing mistakes business make?   [5]
  d) What do you understand by On -Page and Off-Page Optimization?   [5]
  e) How do you track digital marketing?   [5]

PART - B
(50 Marks)

2.a) Compare conventional marketing with digital marketing. Explain the different platforms of Digital marketing.
  b) What are the advantages and disadvantages of e -mail marketing, content marketing, blog marketing and campaign marketing?   [5+5]
OR
3.a) Describe the need and scope of digital marketing.
  b) What are digital marketing trends? Explain.   [5+5]

4.a) Explain about search engine marketing and email marketing.
  b) Explain about migrating from traditional channels to digital channels.   [5+5]
OR
5.a) 'E -mail marketing strategies are not effectively used by firms' - Discuss.
  b) Mr. Sriram wants to make a display advertisement of his Advertisement consultancy service business. Suggest types of display advertisement that he can use.   [5+5]

6.a) Many experts agree that mobile marketing will become the dominant type of internet marketing. Briefly explain five strategic drivers of mobile marketing.
  b) If your brand has a Facebook page would you prefer more likes and follows or engagement? State the reasons for your answer.   [5+5]
OR
7.a) Explain about writing marketing plan and implementing the plan.
  b) Explain how you are going to frame Marketing Strategy.   [5+5]

8.a) What are Display ads? How to choose required format of user required Display – Ads?
  b) How effective is B2B online advertising? Explain different payment models.

[5+5]

OR

9.a) Distinguish between SEO and SEM.
  b) How a typical search works? How a search site builds its database and assembles its index? [5+5]

10.a) What is Micro blogging with twitter?
  b) Describe about Retention. [5+5]

OR

11.a) Explain ways to attract and retain customers by using social media.
  b) How do you analyze a digital marketing strategy? [5+5]

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