PAPER ID-421457

Subject Code: KMBN207

Roll No: | | | | | | | | | | | | | |

MBA
(SEM II) THEORY EXAMINATION 2021-22
DIGITAL MARKETING & E-COMMERCE

Time: 3 Hours ***Total Marks: 100***

Note: Attempt all Sections. If you require any missing data, then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2*10 = 20

Qno	Questions	CO
(a)	List the differences between traditional marketing and digital marketing.	1
(b)	Explain Digital Marketing Landscape	1
(c)	Define On Page and Off Page SEO.	2
(d)	Everyone does search on Google and have used SEO. Explain those SEO.	2
(e)	For setting up a Start-up, Examine Influencer Marketing.	3
(f)	"Video is much impressive than Text". In this line, Categorize Video Marketing Techniques.	3
(g)	Define Gamification.	4
(h)	Explain Return on Investment.	4
(i)	Discuss in brief the types of E Commerce.	5
(j)	What are the differences between Credit card and Debit card.	5

SECTION B

2. Attempt any *three* of the following: 10*3 = 30

Qno	Questions	CO
(a)	Discuss digital marketing. Also discuss the various digital marketing strategies in detail.	1
(b)	Outline the process you will use to create a Google search campaign for any marketer. Categorize the process and the key decisions to be taken.	2
(c)	Discuss the features of Facebook as a social media marketing tool.	3
(d)	"Gamification is the need of Hour." Analyse the statement in the light of digital marketing.	4
(e)	What is E Commerce? Evaluate different models of E Commerce along with suitable example of each.,	5

SECTION C

3. Attempt any *one* part of the following: 10*1 = 10

Qno	Questions	CO
(a)	Discuss the digital transformation framework in detail.	1
(b)	Discuss different types of websites along with their examples.	1

4. Attempt any *one* part of the following: 10 *1 = 10

Qno	Questions	CO
(a)	Explain the process you will use to create a Google search campaign for any marketer. Categorize the process and the key decisions to be taken.	2
(b)	Imagine yourself as an owner of a business venture. You are asked to analyze and categorize the strengths and capabilities of the different digital and social media platforms which can help you in marketing your venture.	2

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5. Attempt any *one* part of the following: 10*1 = 10

Qno	Questions	CO
(a)	"With Facebook, brands have been offered the chance to actually understand what their consumers want, without deducing or listening to intermediaries." Analyze the statement by using Indian Brands as examples.	3
(b)	Explain YouTube analytics in detail.	3

6. Attempt any *one* part of the following: 10*1 = 10

Qno	Questions	CO
(a)	Discuss the Digital Marketing Strategies and its ROI.	4
(b)	Define online reputation management. Discuss the benefits of online reputation management.	4

7. Attempt any *one* part of the following: 10*1 = 10

Qno	Questions	CO
(a)	Discuss E-commerce Sales Life Cycle (ESLC) Model along with suitable example.	5
(b)	Discuss the following with suitable example of each: a. Electronics Payment System. b. Electronic Data Interchange.	5