Printed Pages:2 Sub Code: KMBN207

Paper Id: 238196 Roll No.

MBA

(SEM II) THEORY EXAMINATION 2022-23

DIGITAL MARKETING AND E COMMERCE

Time: 3 Hours *Total Marks: 100*

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

SECTION A

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

(a) Define the concept of Digital Marketing.
(b) What do you mean by keywords?
(c) Define online campaigns.
(d) What do you mean by 'mention' in digital marketing?
(e) What is content marketing?
(f) Define video marketing.
(g) What is bouncing rate?
(h) What do you mean by 'page view' in analytics?
(i) What is e-commerce?
(j) What is smart card payment system?

SECTION B

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

(a) Discuss the significances of digital marketing in present era.
(b) Illustrate the mechanism of SEO.
(c) Discuss the role of Instagram marketing in branding.
(d) What are the different components of Online Reputation Management? Discuss.
(e) Explain the present status of e-commerce in India.

SECTION C

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

(a) Differentiate between digital marketing and traditional marketing.
(b) How Keywords are important in digital marketing? Explain.

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

(a) What is e-mail marketing? Explain its advantages.
(b) Discuss the factors affecting content planning.

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

(a) Discuss the impact of Social Media marketing on branding.
(b) Explain the process of Search Engine Marketing.

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

(a) Explain the different digital marketing strategies.
(b) Explain the factors of online public relation management.

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

(a) Briefly discuss the E-commerce Sales Life Cycle (ESLC) model.
(b) Discuss the importance of EDI in e-commerce.

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