MBA
(SEM II) THEORY EXAMINATION 2023-24
DIGITAL MARKETING & E-COMMERCE

TIME: 3 HRS **M.MARKS: 100**

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief.

Que.	Question	Marks	CO
a.	What do you mean by Digital marketing?	2	1
b.	What do you mean by websites?	2	1
c.	Define the concept of keyword.	2	2
d.	What do you mean by 'Reach' in social media marketing?	2	2
e.	What is instagram marketing?	2	2
f.	Define influencer marketing?	2	3
g.	What is click through rate?	2	3
h.	What do you mean by 'page view' in analytics?	2	4
i.	What is e-commerce?	2	5
j.	What is e-payment system?	2	5

SECTION B

2. Attempt any *three* of the following:

a.	Differentiate between digital marketing and traditional marketing?	10	1
b.	What is SEO? How does it work? Explain.	10	2
c.	Discuss the role of facebook in digital marketing.	10	3
d.	Discuss the various digital marketing strategies and their impact on ROI.	10	4
e.	Explain the opportunities and limitations of e-commerce in India.	10	5

SECTION C

3. Attempt any *one* part of the following:

a.	Briefly explain the significance of digital marketing.	10	1
b.	Discuss the tools of digital transformation framework.	10	1

4. Attempt any *one* part of the following:

a.	What is content planning? Explain its advantages.	10	2
b.	How Keywords are important in SEO? Explain	10	2

5. Attempt any *one* part of the following:

a.	Discuss the role of Social media marketing in marketing.	10	3
b.	Explain influencer marketing. How does it change the attitude of customer?	10	3

6. Attempt any *one* part of the following:

a.	Explain the different marketing tools to analyze STP.	10	4
b.	What are the different components of Online reputation management? Discuss.	10	4

7. Attempt any *one* part of the following:

a.	Briefly discuss the advantages and disadvantages of E-commerce.	10	5
b.	Discuss the various risks associated with electronic payment system.	10	5

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