Printed Pages:01 **Subject Code: RMBMK03**

Paper Id: 270308 **Roll No.** | | | | | | | | | | |

MBA

(SEM-III) THEORY EXAMINATION 2018-19

DIGITAL MARKETING

Time: 3 Hours ***Total Marks: 70***

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

SECTION A

1. Attempt *all* questions in brief. 2 x 7 = 14

a. What is Digital Marketing?
b. What is pay per click advertisement?
c. What are some of the threats to Internet user privacy?
d. In what ways do consumers create content for the Web?
e. How are viral marketing and viral blogging used to generate word-of-mouse?
f. What do you mean by Location Based Search?
g. What is on-page optimization?

SECTION B

2. Attempt any *three* of the following: 7 x 3 = 21

a. Define digital marketing strategy and explain how it is used.
b. Why is search engine optimization (SEO) an important consideration for the company's owned media strategy?
c. Why do e-marketers see social media as an important aspect of CRM?
d. In which situation you are choosing a Digital Marketing Channel?
e.

SECTION C

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

(a) The strength of the internet has affected traditional marketing in several ways. List five of them and how they affected marketing.
(b) What are the different types of digital marketing? Explain each one with suitable examples.

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

(a) What are the today's leading digital marketing channels? Explain with their advantagesand disadvantages.
(b) How digital marketing is adding value to business? And also explain how a company evaluates cost effectiveness of digital strategies

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

(a) Explain the following –
  (i) Organic Vs Paid listings
  (ii) ROI of Digital Strategies
(b) Do you think Indian is now capable in doing business through Digital Marketing? Explain your answer either in favour or against.

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

(a) What is Content Marketing? Explain its importance with suitable examples.
(b) What are the online marketing mix elements? Explain each one with examples.

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

(a) Do you think the coming 2019 election would be based on how a party formulates effective & successful digital marketing? Explain in the context of modern age of digitization.
(b) Discuss on the following–
  (i) Consumer buying behavior in the digital-age.
  (ii) E-commerce.