Sub Code: RMBMK03

Paper Id: 270308 Roll No: | | | | | | | | | | | | | |

MBA

(SEM III) THEORY EXAMINATION 2019-20

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.	Differentiate between CRM and e-CRM
c.	"Effective Video marketing is the key to success for digital marketing". Comment.
d.	Differentiate between traditional public relations and online public relations.
e.	How can companies make use of games for marketing?
f.	How can organizations use online communities to add value to the digital business?
g.	How digital marketing is used over traditional marketing?

SECTION B

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

a.	"Going digital gives new life to dead market". Elaborate the statement.
b.	How can e- marketing aid the processes CRM?
c.	What parameters help companies in measuring the level of consumer Engagement in the virtual world?
d.	Is online reputation management important? Suggest a suitable ORM a strategy for a new retail setup.
e.	"Fans will drive digital media business" Comment

SECTION C

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

(a)	Discuss critical strengths and applications of digital marketing.
(b)	Explain the Marketing strategies for the digital world.

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

(a)	How can the Brand equity pyramid help organizations in formulating a digital brand ecosystem?
(b)	The Traffic Building goals of any organization should aim at-Maximizing short term/long term profit, minimizing cost per action (subject to volume targets), and Maximize actions, subject to spending capacity. Comment.

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

(a)	Highlight the relationship between content and branding with suitable example
(b)	Identify the security concerns of consumers who make purchase online from Amazon, Flipkart, or e Bay.

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

(a)	"Healthy public relations lead to effective reputation management". Explain.
(b)	How could you leverage social media in order to promote your brand and increase consumer engagement?

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

(a)	Companies are fast moving towards cracking the code for monetization of games. How have L'Oreal used gamification to their advantage?
(b)	What are various types of online communities? Explain in detail along with suitable example of each.

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