PAPER ID-311686

Subject Code: RMBMK03

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

MBA
(SEM-III) THEORY EXAMINATION 2020-21
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.	Explain Inbound Marketing?
b.	What is Crazy Egg Heatmaps?
c.	What is Internet Marketing?
d.	What are the factors that influence consumers buying behaviors?
e.	What is Google SEM?
f.	What is geographical structure in business?
g.	Is Virtual Reality 3D? Justify in your answer?

SECTION B

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

a.	What are trends that are driving shift from traditional marketing practices to digital marketing practices?
b.	Justify How digital marketing is increasing buying power of consumers?
c.	What is difference between Content Marketing and Brand Journalism?
d.	What is digital PR? Explain how to measure the success of Digital PR?
e.	What are Critical Issues in Digital Marketing? Explain use of Cloud Storage in Digital Marketing?

SECTION C

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

(a)	"We wish to engage more of our target audience through Facebook" As a marketing manager how would you go about that?
(b)	'Online branding is digital-centric approach to developing brands' explain?

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

(a)	Explain what is 'on page' and 'off page' optimization?
(b)	Analyze why content marketing failed for many companies?

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

(a)	What is Mobile Marketing & why does it Matter So Much today?
(b)	What are the key success factors while designing Digital Organization?

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

(a)	What is video Marketing? Explain benefits, Challenges, and best practices for a successful Video Marketing Campaign?
(b)	Explain Core Principles of Digital Leaderships?

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

(a)	How Companies can Benefit from Co-Creation in online Communities?
(b)	Explain Gamification and Game Based Marketing using any real-life example?