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Total Number of Pages : 02

MBA
18MBA303A

3rd Semester Regular Examination 2019-20

DIGITAL MARKETING

BRANCH : MBA

Max Marks : 100

Time : 3 Hours

Q.CODE : HR973

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Only Short Answer Type Questions (Answer All-10)

(2 x 10)

- What is digital marketing?
- What do you mean by page views?
- What is PPC advertisement?
- What do you mean by Bumper Ads?
- What do you mean by location Based Search?
- What is on-page optimization?
- What do you mean by Bounce rate?
- What is Hashtags? Where can you use it?
- What do you mean by Backlink?
- What are various types of Display Ads?

Part- II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- What is Affiliate Marketing? How does it works?
- Ragini wants to create first Google ad campaign of her beauty blog. Explain the process of creating first Google ad Campaign to her.
- How could you use Social Media in order to promote your brand and increase Customer engagement?
- What is CRM and CX in Digital Marketing? Explain with example.
- Explain the various buying models available in display advertising.
- Anima has a blog of receipt where she writes, Share and Puts Video of World-Wide cuisines. Suggest her method of off-page optimization of SEO.
- Mr. Rajendran want to make a display ad of his financial consultancy business. Suggest types of display ad that he can use and Justify.
- Explain with suitable examples evolution of digital marketing from traditional marketing. How digital marketing provides opportunity for unemployed people.
- What is e-mail marketing? What are different types of e-mail marketing?
- In which situation you will choose a Digital Marketing Channel?
- Explain Ad Rank and Ad Auction Model with their respective importance.
- In an ad campaign, between CPC and CPM, how do you evaluate which is the better of the two?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- 210

Q3

a)

What are the key drivers of Digital Marketing? Explain in details?

(8)

b)

How Digital Marketing is adding value to business? Explain how a company evaluates cost effectiveness of digital strategies.

(8)
- 210

Q4

a)

A smart watch company wants to do competitive intelligence in terms of web analytics. Suggests the company methods used for tracking competitive intelligence.

(8)

b)

Explain the following :
i) Organic Vs paid listings
ii) Role of digital strategies.

(8)
- 210

Q5

a)

What is Content Marketing? Explain its importance with suitable example.

(8)

b)

How consumers are targeted through online marketing tools. Explain in details.

(8)
- 210

Q6

a)

What is Mobile Marketing? What are the different types of Mobile advertising model?

(8)

b)

What do you understand by Ad Replacement technique? Explain some its benefits.

(8)