

Registration No.:

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Total Number of Pages: 02

Courses: MBA/MBAP

Sub_Codes: 18MBA303A/18PTMBA502A

3rd / 5th Semester Regular/Back Examination: 2024-25

SUBJECT: Digital Marketing

BRANCH(S): MBA, MBA (A&M), FM&HRM, LSCM, MBA (M&F), RM, BA, FM, GM, HRM, IB, MM, MBA(PT)

Time: 3 Hours

Max Marks: 100

Q.Code: R197

Answer Question No.1 (Part - I) 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 Answer the following questions: (2 x 10)

- a) What do you mean by Search Engine Optimization?
- b) Give at least two differences between traditional marketing and digital marketing.
- c) What is PPC advertisement?
- d) What do you mean by Click-through Rate (CTR)?
- e) What is email marketing?
- f) What do you mean by Bounce Rate?
- g) What do you understand by POEM framework?
- h) What do you understand by UX in digital marketing?
- i) What is mobile marketing?
- j) What do you mean by consumer 2.0?

Part - II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) Briefly describe different Ad placement techniques.
- b) How do you manage CRM and CX in digital marketing?
- c) Briefly describe different types of SEO.
- d) Write a short note on factors to be considered before creating a digital community.
- e) How will you carry out Audience Analysis and Acquisition Analysis?
- f) Write a short note on digital marketing landscape.
- g) How consumer segmentation and positioning is done through online tools?
- h) Briefly describe the on page and off page SEO techniques.
- i) What is web analytics? Explain the content strategy that works for LinkedIn.
- j) Explain the process of creating a Google ad campaign.
- k) Write a brief note on campaign bid and Ad Rank.
- l) Briefly describe the advantages of affiliate marketing.

Part - III

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

- Q3** Describe content marketing. Explain its importance with an example. **(16)**
- Q4** Explain reach, response, relevance, scheduling, CPM, frequency and ROI in the context of digital media planning. **(16)**
- Q5** Describe the 6S digital marketing implementation strategy. **(16)**
- Q6** What are the benefits of email marketing? Explain the tasks involved in making email marketing communication more effective. **(16)**