

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Faculty of Commerce/Management

End Sem (Odd) Examination Dec-2018

CM3EC05/MS3EM03 Internet and Digital Marketing

Programme: B.Com.(Hons) / Branch/Specialisation: Commerce /
BBA Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. _____ is a digital communications technique which involves improving visibility and monitoring sentiment within social networks and blogs. 1
(a) Display advertising (b) SEO
(c) Email Marketing (d) E-PR
- ii. Which of the following is true? 1
(a) Digital marketing is a subset of Internet marketing.
(b) Internet marketing is a subset of Digital marketing.
(c) Digital marketing and Internet marketing are one and the same.
(d) None of these
- iii. The main objective to branding is which of the following? 1
(a) To have potential customers recognize your logo and marketing materials
(b) To earn trust from your customers
(c) Promotional materials that match and coordinate
(d) Having a unique tag line
- iv. Website build to engage customers from different places to move them closer for marketing outcome is classified as? 1
(a) Corporate website (b) Marketing website
(c) Branding website (d) Viral website

P.T.O.

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- v. Which of the following can be termed as good keyword selection and placement strategies? **1**
(a) Targeting synonyms of the main keyword
(b) Targeting the highest searched keywords only
(c) Copying competitor keywords
(d) Optimizing five or more keywords per page
- vi. Search engine optimization is the process of _____ of a website or a web page in a search engine's search results. **1**
(a) Generating cached files
(b) Affecting the visibility
(c) Approaching the searchers to visit
(d) Getting Meta tags
- vii. What feature does LinkedIn offer for pay accounts? **1**
(a) Ability to post pictures
(b) Increased abilities to connect directly and send messages to people
(c) Ability to post in Groups and create a Group
(d) Ability to block users
- viii. In the social media landscape, there is a “Big 4” of social media tools. Facebook, Twitter, LinkedIn & _____? **1**
(a) YouTube (b) Blog
(c) Affiliate marketing (d) None of these
- ix. Compared to other marketing communications tools, PR is the: **1**
(a) Helpful for cold calling
(b) Best for generating trust & confidence
(c) Excellent at closing sales
(d) Helps in profit maximisation
- x. Which of the following is the tool of online reputation management? **1**
(a) Review Trackers (b) Talk Walker
(c) Both (a) and (b) (d) None of these
- Q.2 i. Define Digital marketing with examples. **2**
ii. Distinguish between Internet and Digital marketing. **3**

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- iii. Internet & digital marketing plays a significant role in the field of Marketing Research. How? **5**
- OR iv. What are the objectives of online marketing? **5**
- Q.3 i. Social Media Marketing is important tool in digitalisation. How? **2**
ii. Define online campaign management. How it is useful for a Segmentation, Targeting, Positioning? **8**
- OR iii. Why mobile marketing and video marketing are getting importance now a day. Explain with examples. **8**
- Q.4 i. Explain SEO content writing. **3**
ii. What is the SEO process? Explain. **7**
- OR iii. What are the types of SEO? **7**
- Q.5 i. Define social networks and online communities. **4**
ii. What are the Ethical and Legal issues in Social media marketing? **6**
- OR iii. Write short note on: **6**
(a) Blogging (b) Viral Marketing
- Q.6 Attempt any two: **5**
i. Explain online PR and reputation management. **5**
ii. How digital marketing is adding value to business? Explain. **5**
iii. Discuss the principles of digital leadership. **5**

Marking Scheme

CM3EC05/MS3EM03 Internet and Digital Marketing

Q.1	i. _____ is a digital communications technique which involves improving visibility and monitoring sentiment within social networks and blogs. (d) E-PR	1		
	ii. Which of the following is true? (b) Internet marketing is a subset of Digital marketing.	1		
	iii. The main objective to branding is which of the following? (b) To earn trust from your customers	1		
	iv. Website build to engage customers from different places to move them closer for marketing outcome is classified as? (b) Marketing website	1		
	v. Which of the following can be termed as good keyword selection and placement strategies? (d) Optimizing five or more keywords per page	1		
	vi. Search engine optimization is the process of _____ of a website or a web page in a search engine's search results. (b) Affecting the visibility	1		
	vii. What feature does LinkedIn offer for pay accounts? (b) Increased abilities to connect directly and send messages to people	1		
	viii. In the social media landscape, there is a “Big 4” of social media tools. Facebook, Twitter, LinkedIn & _____? (b) Blog	1		
	ix. Compared to other marketing communications tools, PR is the: (b) Best for generating trust & confidence	1		
	x. Which of the following is the tool of online reputation management? (c) Both (a) and (b)	1		
Q.2	i. Meaning of Digital marketing 1 mark	2		
	Examples. 1 mark			
	ii. Difference b/w Internet and Digital marketing. Any three points 1 mark for each (1 mark *3)	3		
	iii. Importance of Internet & digital marketing for market research. Any 5 points each point of 1 mark (1 mark *5)	5		
OR	iv. Objectives of online marketing Any 5 points each point of 1 mark (1 mark *5)	5		
Q.3	i. Social Media Marketing importance in making India digitalised Any 4 points each point of 0.5 mark (0.5 mark *4)	2		
	ii. Definition of online campaign management Its importance for a Segmentation, Targeting, Positioning Any 2 points for each= 6 points (1 mark*6) 6 marks	8		
OR	iii. Mobile marketing and video marketing	8		
Q.4	i. SEO content writing Definition 1.5 mark Concept 1.5 mark	3		
	ii. SEO brief Process At least 6 points each point of 1 mark(1 mark * 6) 6 marks	7		
OR	iii. Types of SEO. 2 types-each type is of 3.5 marks (3.5 marks*2)	7		
Q.5	i. Social networks meaning 2 marks Online communities meaning 2 marks	4		
	ii. Ethical and Legal issues in Social media marketing Any 6 points each point of 1 mark (1 mark* 6)	6		
OR	iii. Write short note on: (a) Blogging 3 marks (b) Viral Marketing 3 marks	6		
Q.6	Attempt any two:			
	i. Online PR 2.5 marks Reputation management. 2.5 marks	5		
	ii. Digital marketing is adding value to business Any 5 points 1 marks for each point (1 mark * 5)	5		
	iii. Principles of digital leadership. Any 5 points 1 marks for each point (1 mark * 5)	5		
