

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Faculty of Management
End Sem (Odd) Examination Dec-2018
MS3SE08 Fundamentals of Digital Marketing

Programme: BBA

Branch/Specialisation: DM

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. Today, marketing must be understood in a new sense that can be characterized as: **1**
- (a) “Get there first with the most”
 - (b) “Management of youth demand”
 - (c) “Satisfying customer’s needs”.
 - (d) “Telling and Selling”.
- 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. What is operational CRM? **1**
- (a) Supports traditional transactional processing
 - (b) Supports day-to-day front-office operations
 - (c) Supports operations that deal directly with the customers
 - (d) All of these
- iv. Which of the following is not included in online marketing mix? **1**
- (a) E-Product (b) E-Price (c) E-PR (d) E-Promotion
- v. The best way to promote a business with social media is: **1**
- (a) To advertise your company, services and products
 - (b) To collect as many contacts as possible
 - (c) Offer a lot of helpful and free information
 - (d) Invite potential clients to visit your website

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- vi. 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
- vii. 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
- viii. “Coca Cola: Move to the Beat”, was as example of: **1**
(a) E-PR (b) Online Campaign management
(c) Content management (d) SEO
- ix. Why is it important to post to a blog regularly? **1**
(a) It reduces the cost per blog post
(b) Keep readers engaged and also gives search engines content to index
(c) It gives the social media marketing specialist something to do
(d) It allows more chances for the company to put down the competition
- x. The best way to improve search engine ranking is with: **1**
(a) Video
(b) A blog
(c) Having at least 500 words of text per page
(d) Using a lot of graphics per page
- Q.2 i. What is the core concepts of marketing? **2**
ii. Discuss the concept of digital marketing with its importance. **3**
iii. Differentiate between traditional marketing & digital marketing. **5**
OR iv. Explain any five types of digital marketing. **5**
- Q.3 i. Describe online marketing mix. **2**
ii. Explain in brief the benefits of E-CRM. **8**
OR iii. What is CRM? Also discuss its process. **8**

- Q.4 i. Define web 1.0 to web 4.0. **3**
ii. Describe social media analytics with its tools. **7**
OR iii. Explain the advantages of social media marketing. **7**
- Q.5 i. Describe online campaign management with example. **4**
ii. Explain online segmentation, targeting and Positioning. **6**
OR iii. How content management is important for marketing? Explain. **6**
- Q.6 Attempt any two:
i. Explain concept and features of email marketing. **5**
ii. What are legal aspects of digital marketing. **5**
iii. Write short note on: **5**
(a) Mobile marketing (b) Affiliate marketing

Marking Scheme

MS3SE08 Fundamentals of Digital Marketing

Q.1	i.	Today, Marketing must be understood in a new sense that can be characterized as: (c) "Satisfying customer's needs".	1		
	ii.	2. Which of the following is true? (b) Internet marketing is a subset of Digital marketing.	1		
	iii.	What is operational CRM? (d) All of the above	1		
	iv.	Which of the following is not included in online marketing mix? (c) E-PR	1		
	v.	The best way to promote a business with social media is: (c) Offer a lot of helpful and free information	1		
	vi.	What feature does LinkedIn offer for pay accounts? (b) Increased abilities to connect directly and send messages to people	1		
	vii.	Website build to engage customers from different places to move them closer for marketing outcome is classified as? (b) Marketing website	1		
	viii.	"Coca Cola: Move to the Beat", was as example of: (b) Online Campaign management	1		
	ix.	Why is it important to post to a blog regularly? (b) Keep readers engaged and also gives search engines content to index.	1		
	x.	The best way to improve search engine ranking is with: (b) A Blog	1		
Q.2	i.	Core concepts of Marketing- 4 concept- each point of 0.5 mark (0.5 mark * 4)	2		
	ii.	Concept of Digital marketing Importance- 2 points each of 1 mark (1 marks * 2)	3		
	iii.	Traditional marketing & Digital marketing difference: 5 points- each of 1 mark (1 mark* 5)	5		
OR	iv.	Types of Digital marketing. (Any 5)- 5 types- each of 1 mark (1 mark* 5)	5		
Q.3	i.	Online marketing mix: 4 points each point of 0.5 mark (0.5 mark* 4)	2		
	ii.	Benefits of E-CRM: 8 points each point of 1 mark (1 mark* 8)	8		
	OR	iii. CRM meaning- CRM process-	8		
Q.4	i.	Define Web 1.0 to web 4.0:	3		
	ii.	Social Media Analytics meaning- Its tools- 5 points each of 1 mark (1 mark* 5)	7	5 marks	
	OR	iii. Advantages of Social Media Marketing- 7 points each of 1 mark (1 mark * 7)	7		
Q.5	i.	Online Campaign management- Example-	4	2 marks 2 marks	
	ii.	Online Segmentation, Targeting and Positioning- Each of 2 marks (2 marks *3)	6		
	OR	iii. Importance of Content management in marketing- 6 points each of 1 mark (1 mark* 6)	6		
Q.6	Attempt any two:				
	i.	Concept of Email marketing- Its features- 3 points each of 1 mark (1 mark* 3)	5	2 marks 3 marks	
	ii.	Legal aspects of Digital marketing- 5 points each of 1 mark (1 mark * 5)	5		
	iii.	Short note on (a) Mobile marketing (b) Affiliate Marketing Each of 2.5 marks (2.5 marks* 2)	5		
