

Enrollment No.....



Faculty of Management
End Sem (Even) Examination May-2018
MS5OE07 Digital Marketing

Programme: MBA

Branch/Specialisation: 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. Develops communication and exchanges with customers through all Digital Media is known as ----- **1**
(a) Digital Media (b) Digital Marketing
(c) E- Marketing (d) Consumer-generated Marketing
- ii. Which among the following is not a part of Digital Marketing Process: **1**
(a) Visualization (b) Bringing Targeted Traffic
(c) Lead Generation (d) Controlling
- iii. What is Organic Traffic: **1**
(a) Visitors coming from Affiliate Websites
(b) Visitors coming from Social Websites
(c) Visitors coming from Natural Search Results
(d) Visitors coming from E-mails
- iv. Which Continent has highest Internet users **1**
(a) Australia (b) Europe (c) Asia (d) South America
- v.is the art of marketing your business to appeal to mobile device users. **1**
(a) Radio Marketing (b) Service Marketing
(c) Green Marketing (d) Mobile Marketing.
- vi. Search Marketing is divided into two main categories: **1**
(a) Development & Growth
(b) Maximum & Minimum
(c) SEO & PPC (Paid Advertising)
(d) Increment and Decrement.

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- vii. What is the term adopted for updates by Twitter users? **1**
(a) Tweets (b) Toots (c) Twinks (d) Posts
- viii. What additional feature does Face book have that helps engage in a dialogue with followers? **1**
(a) Ability to leave message for each other
(b) Ability to chat live
(c) Ability to post updates live
(d) All of the above.
- ix. Drip Marketing is a part of : **1**
(a) E-mail Marketing (b) SEO
(c) SEM. (d) PPC
- x. Which of the following may not be considered as Digital Marketing : **1**
(a) E-Mail Marketing (b) Outdoor Advertisement
(c) Social Media (d) Viral Marketing
- Q.2 i. What do you mean by “Digital Marketing”? **2**
ii. Explain the emerging trends of Digital Marketing. **3**
iii. Why trends are shifting from Traditional Marketing practices to Digital Marketing practices? Explain with examples. **5**
- OR iv. Discuss various Marketing strategies for the Digital world with examples. **5**
- Q.3 i. Define the term Customer Profiling. **2**
ii. Explore the term E-Commerce Websites. Also name any three E-commerce websites with their complete detail. **8**
- OR iii. “Web analytics is the collection, analysis and reporting of internet data for the purposes of optimizing web usage”. Elaborate above statement by explaining on site and off site web analytics. **8**
- Q.4 i. Briefly explain about Search Marketing. **3**
ii. “Search Engine Optimization (SEO) is very widely used tool for increasing traffic on website”. Justify above statement with the help of examples. **7**
- OR iii. Why mobile marketing and video marketing is emerging as very effective medium on digital platform now days? **7**

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- Q.5 i. Explain the term “E-PR on social media platforms”. **4**
ii. “Blogs and Discussion board can be very effective tool on digital platform”. Justify the sentence with examples. **6**
- OR iii. How can we monitor and report social media? Also explain the term Content Seeding with suitable example. **6**
- Q.6 Attempt any two:
- i. Write a short note on Google Analytics. **5**
ii. Differentiate between E-Mail marketing and Viral Marketing. **5**
iii. What are the Legal and Ethical aspects in digital marketing? **5**

Marking Scheme

MS5OE07 Digital Marketing

Q.1	i. Develops communication and exchanges with customers through all Digital Media is known as ----- (b) Digital Marketing	1			
	ii. Which among the following is not a part of Digital Marketing Process: (d) Controlling	1			
	iii. What is Organic Traffic: (c) Visitors coming from Natural Search Results	1			
	iv. Which Continent has highest Internet users (c) Asia	1			
	v.is the art of marketing your business to appeal to mobile device users. (d) Mobile Marketing.	1			
	vi. Search Marketing is divided into two main categories: (c) SEO & PPC (Paid Advertising)	1			
	vii. What is the term adopted for updates by Twitter users? (a) Tweets	1			
	viii. What additional feature does Face book have that helps engage in a dialogue with followers? (d) All of the above.	1			
	ix. Drip Marketing is a part of : (a) E-mail Marketing	1			
	x. Which of the following may not be considered as Digital Marketing : (b) Outdoor Advertisement	1			
Q.2	i. What do you mean by “Digital Marketing”. meaning of “Digital Marketing” -2 Marks	2			
	ii. Explain the emerging trends of Digital Marketing. Any 3 emerging trends of “Digital Marketing” -3 Marks	3			
	iii. Why trends are shifting from Traditional Marketing practices to Digital Marketing practices. Explain with examples. Any 5 difference b/w Traditional Marketing and Digital Marketing-1mark for each difference. (1 mark * 5)	5			
			OR	iv. Discuss various Marketing strategies for the Digital world with examples. Any 5 Marketing strategies-1mark for each strategy. (1 mark * 5)	5
			Q.3	i. Define the term Customer Profiling. Any 2 points about Customer Profiling.	2
				ii. Explore the term E Commerce Websites. Also name any three E commerce websites with their complete detail. E Commerce concepts -2 marks Any three E commerce websites with their complete detail - 2 marks for each (2 mark * 3) - 6 marks	8
			OR	iii. “Web analytics is the collection, analysis and reporting of internet data for the purposes of optimizing web usage”. Elaborate above statement by explaining On site and off site web analytics. Web analytics concepts - 2 marks On site web analytics -3 marks Off site web analytics -3 marks	8
			Q.4	i. Briefly explain about Search Marketing? Any 3 points about Search Marketing- 1 mark for each point (1 mark * 3)	3
				ii. “Search Engine Optimization (SEO) is very widely used tool for increasing traffic on website”. Justify above statement with the help of examples. Search Engine Optimization (SEO) concepts -4 marks Explanation of examples -3 marks	7
			OR	iii. Why mobile marketing and video marketing is emerging as very effective medium on digital platform now days? mobile marketing -3.5 marks video marketing -3.5 marks	7
			Q.5	i. Explain the term “E-PR on social media platforms”. Any 4 points of E-PR on social media platforms -1 mark for each point. (1 mark * 4)	4
				ii. “Blogs and Discussion board can be very effective tool on digital platform”. Justify the sentence with examples.	6

	Blogs with examples	- 3 marks	
	Discussion board with examples	-3 marks	
OR	iii. How can we monitor and report social media? Also explain the term		6
	Content Seeding with suitable example.		
	Monitor and report social media	-3 marks	
	Content Seeding with suitable example	-3 marks	
Q.6	Attempt any two:		
	i. Write a short note on Google Analytics.		5
	Any 5 points of Google Analytics		
	-1 mark for each point.	(1 mark * 5)	
	ii. Differentiate between E-Mail marketing and Viral Marketing.		5
	E-Mail marketing	-2.5 marks	
	Viral Marketing	-2.5 marks	
	iii. What are the Legal and Ethical aspects in digital marketing?		5
	Any 5 points of Legal and Ethical aspects -1 mark for each point.		
		(1 mark * 5)	
