

Roll No.

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Course: MBA, Program: MBA
Subject: Digital Marketing, Code: MMK-901
Semester: III

Time: 03 Hours

Max Marks: 70

Instructions to the Students:

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of short answer type. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 long answer type questions out of which students must attempt any 5. Each question carries 10 marks.
4. Do not write anything on the question paper.

Q.No.	SECTION –A (SHORT ANSWER TYPE QUESTIONS)	Marks
1.	a Describe the term Search Engine Optimization (SEO)?	(2)
	b What do you mean by Facebook and LinkedIn marketing?	(2)
	c Differentiate between Twitter and YouTube marketing?	(2)
	d Brief about Phobic campaigns?	(2)
	e Describe about Fake news and Paid influencers?	(2)
	f How to enhance digital experience with the help of mobile apps?	(2)
	g Explain about the issues of data collection privacy and data mining?	(2)
	h Mention in detail about Ethical framework in E- marketing?	(2)
	i Illustrate the term video based marketing?	(2)
	j What is targeted advertising?	(2)
	SECTION –B (LONG ANSWER TYPE QUESTIONS)	
2.	Explain the E payment system in detail with all popular payment options with their safety concerns?	(10)
3.	What is pay per click? Do companies benefit from it? Explain its pros and cons?	(10)

4. Why it is necessary to understand the Google search engine? How its understanding increase the volume of sales and visibility of product? (10)
5. How you manage the digital marketing production content? What is the future of Digital marketing? (10)
6. Mention about the significance of Email marketing along with its design and process? Describe about the content delivery of Email marketing? (10)
7. Elaborate Mobile marketing along with pros and cons of mobile apps? (10)
8. Make a digital marketing Ad campaign of a product by using various social media marketing tools? Draw the structure with estimating prime time visibility of Ad with the use of various social media tools with the aim of increasing the revenue of the company? (10)
9. In today's world why companies moving from traditional to digital marketing? Why there is need of comprehensive digital marketing strategy in modern world? Illustrate the above statement justification with suitable examples? (10)

===END OF PAPER===