

MBA
(SEM II) THEORY EXAMINATION 2022-23
DIGITAL MARKETING AND E COMMERCE

Time: 3 Hours

Total Marks: 100

Note: Attempt all Sections. If require any missing data, then choose suitably.

SECTION A

1. Attempt all questions in brief.

2 x 10 = 20

- (a) Define the concept of Digital Marketing.
- (b) What do you mean by keywords?
- (c) Define online campaigns.
- (d) What do you mean by 'mention' in digital marketing?
- (e) What is content marketing?
- (f) Define video marketing.
- (g) What is bouncing rate?
- (h) What do you mean by 'page view' in analytics?
- (i) What is e-commerce?
- (j) What is smart card payment system?

SECTION B

2. Attempt any three of the following:

10 x 3 = 30

- (a) Discuss the significances of digital marketing in present era.
- (b) Illustrate the mechanism of SEO.
- (c) Discuss the role of Instagram marketing in branding.
- (d) What are the different components of Online Reputation Management? Discuss.
- (e) Explain the present status of e-commerce in India.

SECTION C

3. Attempt any one part of the following:

10 x 1 = 10

- (a) Differentiate between digital marketing and traditional marketing.
- (b) How Keywords are important in digital marketing? Explain.

4. Attempt any one part of the following:

10 x 1 = 10

- (a) What is e-mail marketing? Explain its advantages.
- (b) Discuss the factors affecting content planning.

5. Attempt any one part of the following:

10 x 1 = 10

- (a) Discuss the impact of Social Media marketing on branding.
- (b) Explain the process of Search Engine Marketing.

6. Attempt any *one* part of the following:

10 x 1 = 10

- (a) Explain the different digital marketing strategies.
- (b) Explain the factors of online public relation management.

7. Attempt any *one* part of the following:

10 x 1 = 10

- (a) Briefly discuss the E-commerce Sales Life Cycle (ESLC) model.
- (b) Discuss the importance of EDI in e-commerce.

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