

Paper Id: **270308**

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MBA
(SEM III) THEORY EXAMINATION 2019-20
DIGITAL MARKETING

Time: 3 Hours**Total Marks: 70****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in brief. 2 x 7 = 14**

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| a. | What is Digital Marketing? |
| b. | Differentiate between CRM and e-CRM |
| c. | “Effective Video marketing is the key to success for digital marketing”. Comment. |
| d. | Differentiate between traditional public relations and online public relations. |
| e. | How can companies make use of games for marketing? |
| f. | How can organizations use online communities to add value to the digital business? |
| g. | How digital marketing is used over traditional marketing? |

SECTION B**2. Attempt any three of the following: 7 x 3 = 21**

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| a. | “Going digital gives new life to dead market”. Elaborate the statement. |
| b. | How can e- marketing aid the processes CRM? |
| c. | What parameters help companies in measuring the level of consumer Engagement in the virtual world? |
| d. | Is online reputation management important? Suggest a suitable ORM a strategy for a new retail setup. |
| e. | “Fans will drive digital media business” Comment |

SECTION C**3. Attempt any one part of the following: 7 x 1 = 7**

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| (a) | Discuss critical strengths and applications of digital marketing. |
| (b) | Explain the Marketing strategies for the digital world. |

4. Attempt any one part of the following: 7 x 1 = 7

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| (a) | How can the Brand equity pyramid help organizations in formulating a digital brand ecosystem? |
| (b) | The Traffic Building goals of any organization should aim at-Maximizing short term/long term profit, minimizing cost per action (subject to volume targets), and Maximize actions, subject to spending capacity. Comment. |

5. Attempt any one part of the following: 7 x 1 = 7

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| (a) | Highlight the relationship between content and branding with suitable example |
| (b) | Identify the security concerns of consumers who make purchase online from Amazon, Flipkart, or e Bay. |

6. Attempt any one part of the following: 7 x 1 = 7

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| (a) | “Healthy public relations lead to effective reputation management”. Explain. |
| (b) | How could you leverage social media in order to promote your brand and increase consumer engagement? |

7. Attempt any one part of the following: 7 x 1 = 7

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|-----|---|
| (a) | Companies are fast moving towards cracking the code for monetization of games. How have L’Oreal used gamification to their advantage? |
| (b) | What are various types of online communities? Explain in detail along with suitable example of each. |