1. Define the following terms : i)digital marketing ii)crowdsourcing iii) return on investment iv) positioning v) B2B vi) marketing mix vii) marketing myopia viii) A/B testing ix) franchising x) segment xi) Buying Behaviour xii) Case Study

2. Discuss the following w.r.t marketing; i) 4 P’s of marketing ii) Era’s of marketing(business)

3. Discuss the evolution of internet

4. Discuss the building blocks of marketing strategy

5. Explain ‘content creation’ w.r.t content marketing

6. Discuss the core principles of UX design by considering an example of your choice

7. Discuss the step-by-step guide to UX design

8. Explain the various aspects related to web design

9. Explain the step-by-step guide to building a website

10. Case study