



IV Semester M.B.A. (Day) Degree Examination, November/December 2023
(2014-15 Onwards) (CBCS)
MANAGEMENT
4.3.3 : Digital Marketing

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions, **each** question carries **five** marks. (5×5=25)

1. What is SEM ? Distinguish between paid and marketing search.
2. Define digital marketing. Explain different types of web presences.
3. What is online reputation management ? Explain different strategies and tools of online reputation management.
4. Define pricing in marketing. Elaborate on different online pricing strategies.
5. Elaborate on different media options for digital marketing.
6. What is organic search ? Explain its importance in customers perspective.
7. Write a short note on building relationships with different stake holders online.

SECTION – B

Answer **any three** of the following questions, **each** question carries **ten** marks. (3×10=30)

8. What is business ethics ? Explain the need of ethics in digital marketing.
Explain some ethical and security standards that needs to be adopted while using social media for marketing.
9. Explain the evolution of Indian Banking Industry up to the stage of mobile banking.



10. What is audience segmentation ? Explain the types of audience segmentation in digital marketing.
11. Write a short note on :
- a) Goggle Ad words
 - b) Handling negative comments
 - c) Key word analysis
 - d) Payment gateways and PayPal

SECTION – C

12. Case Study (**compulsory**) : (1×15=15)

Swiggy it started with an app. This app connected the public to various restaurants and provided them with their choice of food at their doorstep. This application turned over their whole business. People used the application more and more and Swiggy grew more towards success. They used new techniques like sending them texts which would pull them towards buying the food. These texts are “Ghar ka khana Khao”, and “Hungry? Pamper yourself with something delicious”. The food delivery revenue of Swiggy grew 56% from April to March.

Questions :

- a) What strategies could Swiggy employ to maintain a competitive edge in digital marketing within this highly competitive space ?
- b) Offer recommendations for Swiggy to sustain its growth and continue innovating in the digital marketing landscape.
- c) Evaluate the effectiveness of Swiggy’s text message marketing campaigns, including “Ghar ka khana Khao” and “Hungry ? Pamper yourself with something delicious”.