

VISVESVARAYATECHNOLOGICAL UNIVERSITY,BELAGAVI
 Centre For Post Graduate Studies
 DEPARTMENT OF MANAGEMENT STUDIES
 Hanchya-Satagalli Layout, Outer Ring Road, Mysuru-570019



CBCSSU

USN

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05 September 2024

Second Semester MBA Degree First Internal Assessment Test
CYBER LAW AND SECURITY [22MDM21]

Time: 1½ Hours

Digital Marketing

Max. Marks: 50

Note: 1. Answer any TWO full questions from Q.No. 1 to 3.

2. Question No. 4 is compulsory.

3. M: Marks, L: Bloom's Level, C: Course Outcomes

			M	L	CO
Q.1.	a)	Define Cyber Crime	03	L1	CO1
	b)	Briefly explain various types of Cyber Criminals, with relevant examples.	07	L3	CO3
	c)	What are Botnets? Explain how Botnet attack works with a diagram.	10	L4	CO4
Q.2.	a)	What is information security?	03	L1	CO1
	b)	Briefly explain classification of cybercrime.	07	L3	CO3
	c)	What is cyber law? Discuss the salient features of IT Act 2000	10	L4	CO4
Q.3.	a)	What is Malware?	03	L1	CO1
	b)	Explain various stages of an attack on network.	07	L3	CO3
	c)	Critically examine how Proxy servers and AVPS are used in cyber crime	10	L4	CO4
Q.4.	Case Study				
	Give an account of various organizations dealing with cybercrime, substantiate your answer with relevant case study	10	L3	CO3	IPC CBZ NCRP CERN - IN



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05 September 2024

Second Semester Digital Marketing First Internal Assessment Test

OPTIMIZATION TECHNIQUE [22MDM22]

Time: 1 ½ Hours

Max. Marks: 50

- Note:** 1. Answer any TWO full questions from Q1 to Q3.
 2. Question number 4 is compulsory:
 3. M: Marks, L: Bloom's Level, CO: Course Outcomes.

							M	L	CO
Q.1	a.	What is unbounded solution?					03	L1	C01
	b.	Elucidate the steps in MODI method					07	L2	C02
	c.	Solve the transportation problem using VAM:					10	L2	C03
		X	Y	Z	Supply				
		P	4	8	8	76			
		Q	16	24	16	82			
		R	8	16	24	77			
		Demand	72	102	41				
Q.2	a.	Define Operations research.					03	L1	C01
	b.	Discuss the essential characteristics of Operations research.					07	L1	C02
	c.	Solve the following LPP by graphical method Minimize $Z = 2x_1 + 2x_2$ Stc:- $x_1 + 2x_2 \leq 4$ $x_1 + x_2 \leq 6$ $x_1 + 3x_2 \leq 9$ $x_1, x_2 \geq 0$					10	L2	C02
Q.3	a.	What is an unbalanced transportation problem?					03	L1	C01
	b.	Give a brief account of applications of operations research					07	L2	C02
	c.	A manufacturing company is engaged in producing 3 types of products A,B & C. The production department produces each day components sufficient to make 50units of A, 25units of B and 30units of C. The management is confronted with problem of optimizing the daily production of products in assembly department where only 100 manhours are available daily to assemble the products.					10	L3	C03

The following additional information is available

Type of product	A	B	C
Profit contribution/unit	12	20	45
Assembly time per product (in hours)	0.8	1.7	2.5

The company has a daily order commitment for 20 units of product A and total of 15 units of product B&C. Formulate the LP problem to maximize profit.

Q.4 Case Study

Using the below initial basic solution of a transportation problem you are required find out the optimal transportation cost using MODI method.

	D1	D2	D3	Supply
S1	16	20	12	200
S2	14	8	18	160
S3	26	24	16	90
Demand	180	120	150	450

$$C_{ij} = v_i + v_j$$

$$D_{ij} = C_{ij} - (v_i + v_j)$$

$$= 70 + 4$$

$$+ 14 - 11$$

10

L3

CO3



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04 Sep 2024

Second Semester MBA Degree First Internal Assessment Test
Fundamentals of Digital Marketing (22MDM23)

Time: 1½ Hours

Section D

Max. Marks: 50

Note: 1. Answer any TWO full questions from Q.1 to Q3.

2. Question number 4 is compulsory.

3. M: Marks, L: Bloom's Level, C: Course Outcomes

			M	L	CO
✓	Q.1.	a) Define the term "Digital Marketing".	03	L1	CO1
		b) Differentiate between Traditional and Digital marketing.	07	L4	CO1
		c) Describe POEM framework.	10	L2	CO1
Q.2.	a)	Give the meaning of the term "Geographic and language tagging".	03	L1	CO2
	b)	Briefly explain various Buying models in digital advertising.	07	L2	CO2
	c)	Enumerate Digital marketing plan.	10	L2	CO2
✓	Q.3.	a) What do you mean by Remarketing?	03	L1	CO3
	b)	Write a note on contextual targeting and placement targeting.	07	L2	CO3
	c)	Discuss various types of display Ads.	10	L2	CO2
Q.4.		Case Study			
		A newly launched online E-commerce platform is struggling to attract a significant customer base. Despite offering a wide range of products and competitive prices, the platform's website traffic and sales are low. The marketing team is considering implementing digital marketing strategy to increase brand awareness and drive more customer to the platform.			
	a)	As a head of marketing team suggest suitable Digital marketing efforts which you would take to increase brand awareness. Justify your suggestions with suitable explanation.	10	L4	CO2

CPM
CPA
LPC
CPL
CPA

Ans:

Banner
Video
native
interstitial

overlay ad



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04 September 2024

Second Semester MBA Degree First Internal Assessment Test
WEBSITE PLANNING AND STRUCTURE[22MDM24]

Time: 1 1/2 Hours

Section: Digital Marketing

Max. Marks: 50

- Note: 1. Answer any TWO full questions from Q.No.1 to 3.
2. Q. No. 4 is compulsory.
3. M: Marks, L: Bloom's Level, C: Course Outcome

			M	L	C0
1.	a)	What is the history of world wide web?	03	L1	CO1
	b)	Describe domain and discuss its types.	07	L2	CO2
	c)	How to choose the right hosting plan?	10	L1	CO3
2.	a)	Define the following: 1. Internet, 2. World wide web, 3. Website	03	L1	CO1
	b)	Define hosting and explain its types.	07	L2	CO2
	c)	Demonstrate the common mistakes committed while choosing a domain name? Why we need to choose the right domain name?	10	L3	CO2
3.	a)	Define Navigation and provide its significance.	03	L1	CO3
	b)	Explain the difference between static and dynamic website.	07	L2	CO2
	c)	Discuss the website planning process.	10	L2	CO2
4.	Case Study	<p>The Coffee Craze – Choosing the Right Web Strategy</p> <p>Meet Brewed Awakenings, a small but rapidly growing coffee shop chain that has decided to expand its presence online. They've recently developed a new line of premium coffee blends and want to launch an online store to sell these products directly to customers. The team at Brewed Awakenings needs to decide where to direct the traffic from their upcoming online marketing campaign: should they send potential customers to their Home Page or create a dedicated Landing Page for the new coffee blends?</p> <p>Brewed Awakenings has been around for five years, and their physical stores are popular in the local community. However, they've noticed that competitors are increasingly selling coffee products online, and they don't want to miss out on this growing market. To kickstart their online sales, they plan to run a series of ads on social media platforms and through email campaigns. The marketing team is debating between two strategies:</p> <ul style="list-style-type: none">• Home Page: The Home Page of Brewed Awakenings' website features everything the business offers: information about their coffee shops, menu items, loyalty programs, blog			

posts about coffee culture, and a small section about their new products.

- **Landing Page:** Alternatively, they could create a Landing Page focused solely on the new premium coffee blends. This page would include detailed descriptions of the products, customer reviews, and a clear call-to-action to "Buy Now."

Questions

	a) What are the key features of designing a home page Brewed Awakenings. Is the existing home page attractive? Explain How?	05	L3	CO4
	b) Discuss the difference between home page and landing page and provide the example taking the concept of the case study.	05	L4	CO4



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03 Sep 2024

Second Semester MBA Degree First Internal Assessment Test
MARKETING RESEARCH (22MDM25)

Time: 1½ Hours

Digital Marketing

Max. Marks: 50

- Note: 1. Answer any TWO full questions from Q.1 to Q3.
2. Question number 4 is compulsory.
3. M: Marks, L: Bloom's Level, C: Course Outcomes

			M	L	CO
Q.1.	a)	Define Marketing Research.	03	L1	CO1
	b)	Explain the Importance of Ethics in Marketing Research.	07	L2	CO1
	c)	Discuss the Steps in Formulating Hypotheses.	10	L2	CO1
x	a)	What do you mean by Research Problem?	03	L1	CO1
	b) x	Distinguish between Cross-sectional and Longitudinal Research.	07	L2	CO2
	c)	Briefly Explain the Types of Research.	10	L3	CO2
Q.3.	a)	What is Consumer Behavior?	03	L1	CO1
	b)	Write a note on Maslow's Hierarchy of Needs.	07	L2	CO2
	c)	Explain the Market Segmentation.	10	L3	CO2
Q.4.		Case Study Tesla, Inc. is a leading electric vehicle manufacturer known for its innovative technology, strong brand identity, and mission to accelerate the world's transition to sustainable energy. Despite its early-mover advantage and strong market presence, Tesla faces increasing competition from traditional automakers like General Motors and Ford, as well as new entrants such as Rivian, Lucid Motors, and various Chinese companies like NIO and BYD. As the EV market expands rapidly, Tesla needs to navigate a competitive landscape that is becoming increasingly crowded and technologically advanced. (As a market research analyst, you have been tasked with conducting a comprehensive analysis of Tesla's competitive environment. Your goal is to evaluate the company's current market position, identify key industry trends, and suggest strategies for maintaining Tesla's leadership in the EV market.)	10	L4	CO2

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03 Sep 2024

Second Semester MBA Degree First Internal Assessment Test
Integrated Marketing Communication (22MDM26)

Time: 1½ Hours

Section D

Max. Marks: 50

- Note:**
1. Answer any TWO full questions from Q.1 to Q3.
 2. Question number 4 is compulsory.
 3. M: Marks, L: Bloom's Level, C: Course Outcomes

			M	L	CO
Q.1.	a)	Define the term "IMC".	03	L1	CO1
	b)	Briefly explain Importance of IMC in modern marketing.	07	L4	CO1
	c)	Describe various elements of IMC.	10	L2	CO1
Q.2.	a)	Give the meaning of the term "Media planning".	03	L1	CO2
	b)	Briefly explain various crieteria for Selecting media channels.	07	L2	CO2
	c)	Enumerate IMC planning process	10	L2	CO2
Q.3.	a)	What do you mean by public relation?	03	L1	CO3
	b)	Explain types of AD appeals.	07	L2	CO3
	c)	Discuss various types of ad budget.	10	L2	CO2
Q.4.	Case Study				
	Cadbury Dairy Milk, a popular chocolate brand in India, launched its "Kuch Meetha Ho Jaye" (Let's Have Something Sweet) campaign in the early 2000s. This campaign focused on the emotional connection between chocolate and celebrations in Indian culture. The campaign effectively tapped into the cultural significance of sweets in Indian society and created a strong emotional connection with consumers.				
	a)	How did Cadbury Dairy Milk's "Kuch Meetha Ho Jaye" campaign leverage cultural insights and emotional storytelling to resonate with Indian consumers?	10	L4	CO2