

Chapter 1

1. "Digital transformation is the major factor behind bringing fundamental changes in today's business world ", explain which suitable examples?
2. Difference between digital marketing and traditional marketing practices?
3. Elaborate the new digital world-trend that are driving shifts from traditional marketing practices to digital marketing practices?
4. Explain about the modern digital consumer and new consumers digital journey?
5. What are the latest practices for marketing strategy for the digital world?
6. What are the five D's of digital marketing? Elaborate with examples.

Chapter 2

1. Short notes on content planning and writing?
2. What is blogging? what are headline, imagery, links and post in blogging? (Blog contains)
3. Explain the role of Facebook in product promotion?
4. How is blog created? Explain. (SEO minded)
5. Explain the role of Twitter, Google Plus, LinkedIn, YouTube, Instagram and Pinterest in product promotion and marketing?
6. Explain about advertising' channel and campaigns.

Chapter 3

1. People have outreach to sue their presence through countless digital channels. What are those latest digital channels. Describe the feature of any four trending digital channels?
2. How do you think content is related to branding. Explain how branding makes impact on sales?
3. What do you mean by search engine marketing? How does SEO work?
4. What are marketing analytics tools and how do they enable our business to achieve its marketing objective?
5. What do you mean by video marketing and how does it work?
6. What do you mean by social media marketing. explain its process?
7. Write a short notes on marketing gamification?
8. What are the relationships between marketing and leading tools and segmenting, targeting and positioning process in today's digital market? How can we best use the analytic tools for effective market segmentation, market target and market positioning? Discuss with appropriate examples.
9. Write a short notes on online campaign management?
10. Explain about overview of search engine optimization, content calendar content planning and content bucketing etc as per sir notes.

Chapter 4

1. Discuss about the reasons that are driving the organization shift from traditional platform to digital platform for marketing practices. Discuss about the latest digital marketing strategies.
2. Write down the principles of digital leaderships. Define online PR and explain how it works?
3. Define ROI. How to evaluate cost effectiveness of digital marketing strategies?
4. Elaborate on how digital marketing is adding value to businesses?
5. Discuss different type of digital acquisition techniques.
6. Discuss the differences between online PR and traditional PR?
7. What do you mean by digital transformation. Elaborate on online PR and reputation management.

Chapter 5

1. Write a short note on digital innovation.
2. Write a short note on security issues in social marketing.
3. Write a short note on digital marketing trends in Nepal India and global context.
4. Digital transformation is the major factor behind

- bringing fundamental changes in two days business world . Explain with suitable examples?
5. Elaborate the contemporary diesel revolution in marketing?
 6. Explain digital transformation framework in digital marketing.
 7. Explain about security and privatization issues with digital marketing.
 8. Write a short notes on online communities and co creation in digital marketing.

Chapter 6

1. Why is mobile commerce transaction on growing? How is location based service helping in growth of mobile commerce? Elaborate with suitable examples.
2. Write a short note on mobile marketing
3. Define mobile marketing? Explain how mobile commerce differs from e- commerce.
4. Short note on mobile commerce and show rooming?
5. What are different mobile platforms for mobile marketing. Explain about mobile wave and application for digital marketing?