

**Jaypee University of Engineering & Technology, Guna****T-1 (Even Semester 2022)****18B14HS441-Concept of Digital Marketing**

Maximum duration: 1 Hour

Maximum Marks: 15

**Notes:**

1. This question paper has 3 questions.
2. Write relevant answers only.
3. Do not write anything on question paper (except Enroll No.)

- Q1. (a)** 'Digital marketing is extremely important in present scenario. It helps focus on targeted audiences with a global reach, unlike traditional marketing, bringing in high revenue with little investment'. Would you argue that this statement is largely true or false? Why or why not? Use fundamental objectives of digital marketing to justify your argument. [02] (1)
- ✓ **(b)** 'As a part of a positioning strategy, niche marketing may be used as a deliberate marketing strategy to create "safe havens" and business opportunities for many companies (Dalgic & Leeuw, 1994)'. Are you agree with the statement? Justify your case with the help of suitable example. [02] (2)
- Q2. (a)** 'Lead generation is a process that builds visibility, credibility, trust, and interest from a specific group of people (potential leads)'. In view of the statement, describe the various strategies to generate potential leads from digital marketing. [03] (2)
- ✓ **(b)** What do you understand by interactivity in digital marketing? Explain different modes used by organizations to interact with stakeholders. [02] (2)
- Q3. (a)** 'A competitive environment is a system where different businesses compete with each other by using various marketing channels, promotional strategies, pricing methods, etc'. In view of the statement, examine and discuss the competitive environment framework. [03] (3)
- ✓ **(b)** 'A search engine algorithm is a complex algorithm used by search engines such as Google, Yahoo, and Bing to determine a web page's significance'. Explain ranking algorithm, demonstrate ranking algorithm with the help of an example. [03] (2)

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