

Jaypee University of Engineering & Technology, Guna

T-1 (Even Semester 2023)

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.** 'We all have witnessed the inseparable revolution of technology as well as the importance of Digital Marketing. Increased accessibility and affordability of electronic media have given immense power to this emerging technology of Digital Marketing'. Would you argue that this statement is largely true or false? Why or why not? Differentiate between digital marketing over traditional marketing to justify your argument. [05] CO2
- Q2. (a)** 'According to the research consultancy IDC, the technology industry is expected to reach \$5 trillion in 2021 which represents 4.2% growth, signalling a return to the trend line that the industry was on prior to the pandemic.' With flexibility and resilience as the guiding principles for future success, organizations will adopt a cloud-first mentality when it comes to building or upgrading IT infrastructure. Businesses are placing much more emphasis on strategic IT as opposed to the tactical mindset of previous decades. This means that technology is a driver for business objectives rather than simply playing a supporting role. In view of the facts related to IT industry, analyze the IT industry for entrepreneurs to shape their strategy to drive profitability using Porter's five forces model. [03] CO4
- (b)** 'Digital marketing is a valuable asset to your business's growth and helps you establish an authoritative online presence'. In lieu of the statement, explicate the process of digital marketing. [02] CO2
- Q3.** Using the graph shown below, compute the PageRank at every node at the end of third iteration. Use damping factor=0.85. (Take upto two decimals) [05] CO3


