

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Faculty of Management Studies  
End Sem (Odd) Examination Dec-2019  
MS3SE08 Fundamentals of Digital Marketing  
Programme: BBA Branch/Specialisation: DM

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. The goal of a business-to-business website involves gaining permission from a website visitor to engage in future dialogue by e-mail and other communications channels. **1**  
(a) Serve (b) Speak (c) Sell (d) Save
- ii. It is an example of business-to-business services offered by Google which gains advertising revenue through hosted videos. **1**  
(a) Google AdWords pay per click sponsored link advertising  
(b) Google Apps Business Application Suite  
(c) YouTube Brand Channel  
(d) Google Search application providing online website services for website owners
- iii. Which one of these methods is the fastest way to collect data? **1**  
(a) Online (b) Personal (c) Phone (d) Postal
- iv. Which products are people most likely to be more uncomfortable buying on the internet? **1**  
(a) Books (b) Furniture (c) Movies (d) All of these
- v. What feature does LinkedIn offer for pay accounts? **1**  
(a) Ability to post pictures  
(b) Increased abilities to connect directly and send messages to people.  
(c) Ability to post in Groups and create a Group  
(d) Ability to block users
- vi. What is the character limit for posts on twitter? **1**  
(a) No limit (b) 100 characters  
(c) 140 characters (d) 200 characters

P.T.O.

[2]

- vii. One aim of e-procurement is to increase savings by bulk buying of items: **1**  
 (a) Of the right quantity (b) From the right source  
 (c) Of the right quality (d) At the right price.
- viii. Of the following website functions, which is the most important. **1**  
 (a) Having free reports, downloads, etc  
 (b) Describing the services your company provides  
 (c) Capturing email addresses of visitors  
 (d) Having contact information on every page
- ix. Why is it important to post to a blog regularly? **1**  
 (a) It reduces the cost per blog post  
 (b) Keep readers engaged and also gives search engines content to index.  
 (c) It gives the social media marketing specialist something to do  
 (d) It allows more chances for the company to put down the competition.
- x. How is site traffic useful in evaluating marketing? **1**  
 (a) Overall site traffic can be followed and a general idea of marketing's impact on it can be determined.  
 (b) There is no correlation site traffic and marketing  
 (c) Ads can send receivers to a specific landing page, which can be tracked.  
 (d) Product sales from the company website can be attributed directly to the marketing campaign.
- Q.2 i. Differentiate between electronic marketing and need of E-Marketing? **2**  
 ii. Write down the three main important points of digital engagement and E-Marketing strengths? **3**  
 iii. Explain the role of the internet and business in digital marketing in any IT company? **5**
- OR iv. Write down the five merits of digital marketing? **5**
- Q.3 i. Differentiate between marketing mix and E-CRM? **2**  
 ii. Write down the four main important points of traditional marketing and digital marketing? **8**

[3]

- OR iii. Explain the role of the consumer behaviour in digital marketing in any IT company? **8**
- Q.4 i. What is Web 2.0? **3**  
 ii. Write down the seven opportunities of the social media? **7**
- OR iii. Explain seven advantages and disadvantage of the YouTube? **7**
- Q.5 i. Explain the concept of content management? **4**  
 ii. Differentiate between concept marketing and engagement marketing? **6**
- OR iii. Write short note on: **6**  
 (a) Online Consumer Segmentation  
 (b) Online Consumer Targeting
- Q.6 Attempt any two:  
 i. Write short note on: **5**  
 (a) E-mail Marketing (b) Search Engine Marketing  
 ii. Describe five features of video marketing? **5**  
 iii. Define affiliate marketing and give any four merits of blogging? **5**

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## MARKING SCHEME

### MS3SE08 Fundamentals of Digital Marketing

Q.1	i.	The goal of a business-to-business website involves gaining permission from a website visitor to engage in future dialogue by e-mail and other communications channels. (a) Serve	1
	ii.	It is an example of business-to-business services offered by Google which gains advertising revenue through hosted videos. (c) YouTube Brand Channel	1
	iii.	Which one of these methods is the fastest way to collect data? (a) Online	1
	iv.	Which products are people most likely to be more uncomfortable buying on the internet? (b) Furniture	1
	v.	What feature does LinkedIn offer for pay accounts? (b) Increased abilities to connect directly and send messages to people.	1
	vi.	What is the character limit for posts on twitter? (c) 140 characters	1
	vii.	One aim of e-procurement is to increase savings by bulk buying of items: (a) Of the right quantity	1
	viii.	Of the following website functions, which is the most important. (c) Capturing email addresses of visitors	1
	ix.	Why is it important to post to a blog regularly? (b) Keep readers engaged and also gives search engines content to index.	1
	x.	How is site traffic useful in evaluating marketing? (d) Product sales from the company website can be attributed directly to the marketing campaign.	1
Q.2	i.	Differentiate between electronic marketing and need of E-Marketing (Any two points)	2
	ii.	Three main important points of digital engagement and E-Marketing strengths (1 mark*3)	3
	iii.	Importance of DM (1 mark *5)	5
OR	iv.	Five merits of digital marketing (1 mark*5)	5
Q.3	i.	Marketing mix-Product, Price, Place, Promotion and E-CRM (1 mark*2)	2

	ii.	Four main important points of traditional marketing and digital marketing (2 marks*4)	8
	iii.	Role of the consumer behaviour in digital marketing in any IT company (1 mark*8)	8
Q.4	i.	Web 2.0 3 marks	3
	ii.	Seven opportunities of the social media (1 mark*7)	7
OR	iii.	Seven advantages of the YouTube (3.5 marks)	7
		Seven disadvantage of the YouTube (3.5 marks)	
Q.5	i.	Explain the concept of content management Explanation Example	4
			3 marks 1 mark
	ii.	Concept marketing and engagement marketing (1 mark*6)	6
OR	iii.	Write short note on: (a) Online Consumer Segmentation (b) Online Consumer Targeting	6
			3 marks 3 marks
Q.6		Attempt any two:	
	i.	Write short note on: (a) E-mail Marketing (b) Search Engine Marketing	5
			2.5 marks 2.5 marks
	ii.	Five features of video marketing (1 mark*5)	5
	iii.	Affiliate marketing Four merits of blogging	5
			1 mark 4 marks

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