Faculty of Management Studies
End Semester Examination May 2025
MS3SE08 Fundamentals of Digital Marketing

Programme	:	BBA	**Branch/Specialisation**	:	-
Duration	:	3 hours	**Maximum Marks**	:	60

Note: *All questions are compulsory. Internal choices, if any, are indicated. Assume suitable data if necessary. Notations and symbols have their usual meaning.*

Section 1 (Answer all question(s)) — **Marks CO BL**

Q1. What is the main difference between traditional marketing and digital marketing? — **1 1 1**

Rubric	Marks
Digital marketing provides real-time feedback	1

- ○ Digital marketing is only for small businesses
- ◉ Digital marketing provides real-time feedback
- ○ Traditional marketing is more measurable
- ○ Traditional marketing is cheaper

Q2. What is digital marketing primarily focused on? — **1 1 1**

Rubric	Marks
Marketing using digital channels	1

- ○ Offline advertising
- ○ Only email promotions
- ◉ Marketing using digital channels
- ○ Only traditional marketing methods

Q3. Which of the following best defines E-CRM? — **1 2 1**

Rubric	Marks
Managing customer relationships online	1

- ◉ Managing customer relationships online
- ○ Only collecting customer complaints
- ○ Ignoring customer interactions
- ○ Promoting products through television

Q4. What is E-Price in digital marketing? — **1 2 1**

Rubric	Marks
Pricing strategies applied to digital goods and services	1

- ○ The cost of internet services
- ○ Free online services
- ◉ Pricing strategies applied to digital goods and services
- ○ Cost of traditional marketing

Q5. What is Web 2.0? — **1 3 1**

Rubric	Marks
A more interactive and user-generated version of the internet	1

- ○ A type of software
- ○ A search engine
- ◉ A more interactive and user-generated version of the internet
- ○ A website security protocol

Q6. What is a key benefit of LinkedIn for businesses?   1   3   1

Rubric	Marks
Connecting with professionals and B2B marketing	1

- ◉ Connecting with professionals and B2B marketing
- ○ Selling products directly to consumers
- ○ Avoiding brand promotions
- ○ Eliminating the need for marketing

Q7. Which of the following is not a key function of a content management system (CMS)?   1   4   1

Rubric	Marks
Automatic audience segmentation	1

- ○ Content creation and editing
- ◉ Automatic audience segmentation
- ○ Workflow and collaboration
- ○ Publishing and storage of digital content

Q8. What is the primary difference between behavioral and demographic segmentation?   1   4   1

Rubric	Marks
Behavioral segmentation is based on observed customer actions, whereas demographic segmentation is based on age, gender, and location	1

- ◉ Behavioral segmentation is based on observed customer actions, whereas demographic segmentation is based on age, gender, and location
- ○ Demographic segmentation is real-time, while behavioral segmentation is historical
- ○ Behavioral segmentation focuses on firmographics, while demographic segmentation does not
- ○ Demographic segmentation changes dynamically, while behavioral segmentation is static

Q9. What is the primary goal of responsive email marketing campaigns?   1   5   1

Rubric	Marks
Ensuring email content adapts to different screen sizes and devices	1

- ◉ Ensuring email content adapts to different screen sizes and devices
- ○ Sending generic email blasts without segmentation
- ○ Avoiding automation in email communication
- ○ Limiting audience engagement

Q10. What is a key characteristic of omnichannel marketing in digital strategy?   1   5   1

Rubric	Marks
Providing a seamless and integrated experience across multiple platforms	1

- ◉ Providing a seamless and integrated experience across multiple platforms
- ○ Focusing on a single marketing channel
- ○ Avoiding personalization
- ○ Reducing cross-platform marketing strategies

Section 2 (Answer all question(s))   Marks CO BL

Q11. Define E- Marketing.   **2   1   1**

Rubric	Marks
Meaning	2

Q12. Explain types of digital marketing.   **3   1   2**

Rubric	Marks
Explain 3 types of digital marketing, one each	3

Q13. (a) Discuss advantages and disadvantages of digital marketing.   **5   1   2**

Rubric	Marks
5 advantages and 5 disadvantages	5

(OR)

(b) Distinguish between traditional marketing and digital marketing.

Rubric	Marks
5 difference between, one marks for each	5

Section 3 (Answer all question(s))   **Marks CO BL**

Q14. Define E-CRM.   **2   2   1**

Rubric	Marks
meaning	2

Q15. (a) What do you mean by online consumer behaviour? Explain the factors affecting consumer behaviour.   **8   2   2**

Rubric	Marks
2 marks for meaning and 6 marks for factors	8

(OR)

(b) Explain online marketing mix in detail with strategies and suitable examples.

Rubric	Marks
4 marks for meaning and 4 marks for strategies and example	8

Section 4 (Answer all question(s))   **Marks CO BL**

Q16. Differentiate between web 1.0 and web 2.0.   **4   3   3**

Rubric	Marks
4 difference between one each	4

Q17. (a) Elaborate advantages and disadvantages of social media marketing.   6   3   2

Rubric	Marks
6 advantages and disadvantages	6

(OR)

(b) What are the various types of social media platforms? Explain in detail.

Rubric	Marks
3 marks for types and 3 for explanation	6

Section 5 (Answer all question(s))

Marks CO BL

Q18. What do you mean by engagement marketing? Define its features.   4   4   1

Rubric	Marks
2 marks for meaning and 2 marks for features	4

Q19. (a) Explain content management and state its significance.   6   4   2

Rubric	Marks
2 marks for meaning and 4 marks for significance, one each for significance	6

(OR)

(b) Explain online segmentation, targeting, positioning with suitable example.

Rubric	Marks
2 marks for segmentation, 2 marks for targeting, 2 marks for positioning	6

Section 6 (Answer any 2 question(s))

Marks CO BL

Q20. Write a short note on search engine optimization with example.   5   5   2

Rubric	Marks
Meaning 2 Marks Example 3 Marks	5

Q21. What is e-mail marketing? Discuss its features.   5   5   2

Rubric	Marks
2 marks for meaning and 3 for features	5

Q22. Explain digital display advertisement with example.   5   5   1

Rubric	Marks
Meaning 2 Marks Example 3 Marks	5

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