

Enrollment No.....



Faculty of Management Studies

End Sem (Even) Examination May-2019

MS5OE07 Digital Marketing

Programme: MBA

Branch/Specialisation: Management

**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. ....is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. **1**  
 (a) Holistic Marketing (b) Digital Marketing  
 (c) Direct Marketing (d) De-marketing.
- ii. Digital Marketing Process Includes- **1**  
 (a) Arrangement (b) Development  
 (c) Engagement (d) Supplement.
- iii. Drip Marketing is an element of: **1**  
 (a) E-mail marketing (b) Social media marketing  
 (c) SEM (d) PPC
- iv. ....are online portals that facilitate online transactions of goods and services through means of the transfer of information and funds over the Internet. **1**  
 (a) E-Commerce websites (b) Segmentation  
 (c) Irrigation (d) Documentation.
- v. This marketing is the art of marketing your business to appeal to mobile device users. **1**  
 (a) Video Marketing (b) Mobile Marketing  
 (c) E- Marketing (d) Financing.
- vi. Good Content and Branding helps in – **1**  
 (a) Set you apart from the Competitor  
 (b) Financial Position of Company  
 (c) HR Issues  
 (d) Event Management

P.T.O.

[2]

vii.	Social Media comprises:	1
	(a) Blogs	
	(b) Facebook, Twitter, Whatsapp, Instagram	
	(c) Forums	
	(d) All of these	
viii.	Thousands of readers, promote yourself, your business or your cause and you may even earn a full time living from your .....	1
	(a) Watching T.V	(b) Listening
	(c) Grouping	(d) Blogging.
ix.	It usually involves using electronic mail to send advertisements, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness.	1
	(a) Email Marketing	(b) Target Marketing
	(c) Positioning Marketing	(d) Forum Marketing.
x.	When businesses leverage Internet technologies to deliver promotional advertisements to consumers i.e. –	1
	(a) Data tracking	(b) Digital Advertising
	(c) Singing	(d) Organizing
Q.2	i. What do you mean by “Digital Marketing”?	2
	ii. Write two Characteristics of the Modern Digital Customer.	2
	iii. Describe the Digital Marketing process with suitable examples.	4
OR	iv. Explain the emerging trends in Digital Marketing.	4
Q.3	i. Elaborate the term “Web Analytics”.	3
	ii. Explain the Segmentation in the Digital Age with suitable examples.	5
OR	iii. Explain E-Commerce Give any three examples of E- Commerce websites in detail.	5
Q.4	i. What do you mean by “Search Engine Optimization (SEO)”.	3
	ii. Describe the term Search marketing, Mobile marketing, and Video marketing with suitable examples.	5
OR	iii. Explain your understanding about the relationship between content and branding and its impact on sales with suitable examples.	5

[3]

Q.5	i. Explain “Social Media Marketing” in Digital World.	3
	ii. Describe the different measuring for Social Media.	5
OR	iii. How can we use Blogs, forums and discussion boards for the promotion of our product or website?	5
Q.6	Attempt any two:	
	i. What do you mean by Google Analytics and Content Marketing? Explain it with suitable examples.	4
	ii. How “Affiliate Marketing” facilitates your business activities on digital media platform?	4
	iii. Explain the various legal aspects related to Digital Marketing.	4
Q.7	Case Study	10
	<b>Amazon India: The Great Indian Freedom Sale</b>	
	When it comes to digital marketing campaigns, we can’t ignore e-commerce companies. During the same independence celebration, the top-hole brand Amazon India went for the innovative marketing strategies with goods ads as well as offers and using them wisely on social media. The campaign we have been talking about can set a great example of online marketing campaigns, especially in e-commerce industries.	
	Amazon India’s The Great Indian Freedom sale organized the contest which involved the fun activities and the contestant got the shopping vouchers from the company. The campaign was named as #10KeBaadKareng, in this the people push their shopping plans after the 10th of August because of Amazon sale.	
	Questions:	
	(a) Is this campaign was successful? How?	
	(b) How Amazon position itself in the minds of customers? Explain.	

\*\*\*\*\*

**Marking Scheme**  
**MS5OE07 Digital Marketing**

Q.1	i.	.....is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.	<b>1</b>
		(b) Digital Marketing	
	ii.	Digital Marketing Process Includes-	<b>1</b>
		(c) Engagement	
	iii.	Drip Marketing is an element of:	<b>1</b>
		(a) E-mail marketing	
	iv.	.....are online portals that facilitate online transactions of goods and services through means of the transfer of information and funds over the Internet.	<b>1</b>
		(a) E-Commerce websites	
	v.	This marketing is the art of marketing your business to appeal to mobile device users.	<b>1</b>
		(b) Mobile Marketing	
Q.2	vi.	Good Content and Branding helps in –	<b>1</b>
		(a) Set you apart from the Competitor	
	vii.	Social Media comprises:	<b>1</b>
		(d) All of these	
	viii.	Thousands of readers, promote yourself, your business or your cause and you may even earn a full time living from your .....	<b>1</b>
		(d) Blogging.	
	ix.	It usually involves using electronic mail to send advertisements, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness.	<b>1</b>
		(a) Email Marketing	
	x.	When businesses leverage Internet technologies to deliver promotional advertisements to consumers i.e. –	<b>1</b>
		(b) Digital Advertising	
Q.2	i.	“Digital Marketing”	<b>2</b>
	ii.	Two Characteristics of the Modern Digital Customer.	<b>2</b>
		1 mark for each (1 mark * 2)	
	iii.	Digital Marketing process	<b>4</b>
OR		Suitable examples.	<b>1</b>
	iv.	Emerging trends in Digital Marketing.	<b>4</b>
		Any 4 points (1 mark *4)	

Q.3	i.	“Web Analytics”	<b>3</b>
	ii.	Segmentation in the Digital Age	<b>5</b>
OR		Suitable examples.	3 marks
	iii.	E-Commerce	2 marks
		Any three examples of E- Commerce websites	3 marks
Q.4	i.	Search Engine Optimization (SEO)	<b>3</b>
		1 mark for each point	(1 mark * 3)
	ii.	Search marketing,	<b>5</b>
		Mobile marketing,	1.5 mark
		Video marketing	1.5 mark
OR		Example	0.5 mark
	iii.	Relationship between content and branding	<b>5</b>
		Its impact on sales with suitable examples.	3 marks
Q.5	i.	Social Media Marketing	<b>3</b>
		1 mark for each point	(1 mark * 3)
	ii.	Different measuring for Social Media.	<b>5</b>
		1 mark for each point	(1 mark * 5)
	iii.	Use of Blogs for the promotion of product	<b>5</b>
OR		Use of forums for the promotion of product	2 marks
		Use of discussion boards	1.5 marks
Q.6		Attempt any two:	
	i.	Google Analytics with examples	<b>4</b>
		Content Marketing with examples.	2 marks
	ii.	Affiliate Marketing” facilitates	<b>4</b>
		1 mark for each point	(1 mark * 4)
	iii.	Legal aspects related to Digital Marketing.	<b>4</b>
		Any four points 1 mark for each	(1 mark * 4)
Q.7		Questions:	
		(a) Is this campaign was successful? How?	5 marks
		(b) How Amazon position itself in the minds of customers? Explain.	5 marks

\*\*\*\*\*