

Faculty of Management Studies

End Semester Examination May 2025

MS5OE07 Digital Marketing

Programme	:	MBA	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))

Q1. What is the primary objective of digital marketing?	Marks CO BL		
	1	1	1
<input type="radio"/> To improve offline sales <input checked="" type="radio"/> To reach and engage the digital audience effectively			
<input type="radio"/> To reduce marketing costs <input type="radio"/> To eliminate traditional marketing methods			
Q2. Which of the following is not a type of e-commerce?	1	1	1
<input type="radio"/> B2B <input type="radio"/> C2C			
<input type="radio"/> B2C <input checked="" type="radio"/> P2P			
Q3. Web Analytics helps in-	1	2	2
<input type="radio"/> Improving website design <input type="radio"/> Enhancing digital advertising strategies			
<input type="radio"/> Tracking user behavior <input checked="" type="radio"/> All of the above			
Q4. Which of the following is/are considered examples of the Consumer to consumer (C2C) model?	1	2	2
<input type="radio"/> Amazon.com <input type="radio"/> Rentalic.com			
<input type="radio"/> eBay <input checked="" type="radio"/> All of the above			
Q5. SEO stands for:	1	2	2
<input type="radio"/> Social Engagement Optimization <input type="radio"/> Strategic E-marketing Operation			
<input checked="" type="radio"/> Search Engine Optimization <input type="radio"/> Smart Enterprise Outreach			
Q6. Which tool is commonly used for keyword research?	1	5	2
<input type="radio"/> WordPress <input type="radio"/> Adobe Photoshop			
<input type="radio"/> Canva <input checked="" type="radio"/> Google Keyword Planner			
Q7. Which social media platform is primarily used for professional networking?	1	4	2
<input type="radio"/> Facebook <input type="radio"/> Instagram			
<input checked="" type="radio"/> LinkedIn <input type="radio"/> TikTok			
Q8. Which type of content is best for visual storytelling on social media?	1	4	3
<input type="radio"/> Text-only posts <input checked="" type="radio"/> Infographics and videos			
<input type="radio"/> Email newsletters <input type="radio"/> Spreadsheets			
Q9. What does CPC stand for in digital advertising?	1	5	2
<input type="radio"/> Cost Per Campaign <input type="radio"/> Click Per Conversion			
<input checked="" type="radio"/> Cost Per Click <input type="radio"/> Campaign Performance Cost			
Q10. The legal and ethical aspects of digital marketing primarily focus on-	1	5	2
<input type="radio"/> Consumer data protection <input type="radio"/> Advertisement regulations			
<input type="radio"/> Copyright laws <input checked="" type="radio"/> All of the above			

Section 2 (Answer all question(s))**Marks CO BL****Q11.** Define digital marketing. Explain its significance in today's business environment.

2 1 2

Rubric	Marks
Define digital marketing and its significance	2

Q12. Discuss the meaning and different types of e-commerce with examples.

2 2 2

Rubric	Marks
give meaning of e-commerce & types	2

Q13. (a) Explain the key trends that have led to the shift from traditional marketing to digital marketing.

4 2 2

Rubric	Marks
As per explanation	4

(OR)**(b)** Define the digital consumer and describe the key stages in a modern digital consumer's journey.

Rubric	Marks
Definition and key stages	4

Section 3 (Answer all question(s))**Marks CO BL****Q14.** Explain importance of audience profiling & segmentation in web analytics.

3 2 3

Rubric	Marks
As per explanation	3

Q15. (a) Discuss in detail the impact of e-commerce on traditional and digital business models.

5 3 1

Rubric	Marks
As per Explanation	5

(OR)**(b)** Explain web analytics in detail. How businesses use it to improve online performance?

Rubric	Marks
As per Explanation	5

Section 4 (Answer all question(s))**Marks CO BL****Q16.** What is on-page optimization? List and explain important techniques used for on-page SEO.

3 3 1

Rubric	Marks
Definition of on-page optimization and techniques used for on-page SEO.	3

Q17. (a) Evaluate the effectiveness of SEO and SEM in driving website traffic and conversions.

5 4 5

Rubric	Marks
As per explanation	5

(OR)

(b) What are the challenges associated with mobile marketing? Suggest strategies to overcome them.

Rubric	Marks
Identification of key challenges & strategies	5

Section 5 (Answer all question(s))

Q18. Explain how Facebook is helping businesses to grow.

Marks CO BL
3 5 5

Rubric	Marks
As per explanation	3

Q19. (a) What is content seeding? What are the key strategies to seed content online?

5 5 3

Rubric	Marks
Definition content seeding and Key strategies	5

(OR)

(b) What is social media monitoring? What are the essential strategies for success of business through social media monitoring?

Rubric	Marks
Definition and essential strategies	5

Section 6 (Answer all question(s))

Q20. What is Google Analytics? What is the use and importance of Google Analytics?

Marks CO BL
3 5 2

Rubric	Marks
as per explanation	3

Q21. (a) Explain the concept of email marketing. Discuss the best practices for creating an effective email marketing campaign.

5 5 3

Rubric	Marks
Definition and importance of email marketing and Key best practices	5

(OR)

(b) Evaluate the impact of influencer marketing on brand awareness and consumer engagement. Provide examples of successful influencer campaigns.

Rubric	Marks
explanation of influencer marketing and its Impact	5

Section 7 (Answer all question(s))

Marks CO BL

Q22. Myntra, one of India's leading online fashion retailers, has transformed itself through digital marketing strategies and innovative customer engagement techniques. Founded in 2007 as a personalization gift portal, Myntra later pivoted to fashion e-commerce. Over the years, the company has leveraged digital marketing, analytics, and AI-driven recommendations to enhance customer experience and boost sales.

Mynta's Digital Marketing Strategies

- Personalized User Experience: Myntra uses AI-powered recommendation engines to suggest products based on user browsing history, purchase behavior, and preferences. This approach has increased conversion rates and customer retention.
- Social Media & Influencer Marketing: Myntra actively engages with consumers through platforms like Instagram, Facebook, and YouTube. Collaborating with fashion influencers and celebrities, the brand promotes new collections, seasonal sales, and exclusive deals, significantly boosting brand awareness and engagement.
- App-Exclusive Engagement: Myntra introduced "Myntra Insider," a loyalty program offering exclusive benefits, early access to sales, and personalized fashion tips. This strategy encourages users to shop more frequently through the app.
- Use of Augmented Reality (AR) & Virtual Try-On: To improve online shopping experiences, Myntra introduced AR-based features that allow customers to try products virtually before purchasing, reducing return rates.
- Event-Based Marketing— Myntra's "End of Reason Sale (EORS)": Myntra's flagship sale, EORS, is one of India's largest online fashion sales. The brand uses aggressive digital advertising, email marketing, push notifications, and social media campaigns to maximize engagement and sales.

Through these initiatives, Myntra has successfully built a strong digital presence, engaged customers effectively, and driven substantial revenue growth.

Questions:

- (i) How has Myntra's use of AI-driven personalization contributed to its success in the e-commerce industry?
- (ii) Evaluate the effectiveness of Myntra's influencer marketing strategy in boosting brand awareness. Provide examples.
- (iii) Discuss how Myntra's event-based marketing campaigns (like EORS) impact customer buying behavior.
- (iv) What are the challenges Myntra may face in maintaining its competitive advantage in digital marketing? Suggest solutions.

Rubric	Marks
2.5 marks for each question	10
