

**MBA**  
**(SEM III) THEORY EXAMINATION 2017-18**  
**DIGITAL MARKETING**

**Time: 3 Hours****Total Marks: 70****Notes: Attempt all Sections. Assume any missing data.****SECTION - A**

1. **Attempt all questions in brief.** **2 x 7 = 14**
- a. What is "Call to Action" in online advertising?
  - b. What do you mean by Click Through Rate (CTR)?
  - c. How Digital Marketing is considered as Inbound Marketing?
  - d. What are the uses of Blogs?
  - e. What do you mean by "Organic Traffic" on website?
  - f. What do you mean by "Personalization" in digital marketing?
  - g. What is a Brochure ware web site?

**SECTION - B**

2. **Attempt any three of the following:** **7 x 3 = 21**
- a. What is a Digital Ecosystem in online environment?
  - b. Briefly discuss the potential and uses of Social Media in Digital Marketing.
  - c. What are the differences between online Public Relation (PR) and traditional PR system?
  - d. How can we measure Return on Investment (ROI) of Digital Advertising?
  - e. Discuss the extent to which B2B e-marketplaces are fundamentally different to traditional offline markets.

**SECTION - C**

3. **Attempt any one part of the following:** **7 x 1 = 7**
- (a) What are the emerging Marketing Strategies for digital business environment?
  - (b) What changes are perceived on consumer behavior in the era of digital world?
4. **Attempt any one part of the following:** **7 x 1 = 7**
- (a) What aspects are to be considered while deciding about Marketing Mix in online business? Discuss
  - (b) What do you understand by E- CRM? Discuss the aspects and considerations while designing and effective CRM in online business.
5. **Attempt any one part of the following:** **7 x 1 = 7**
- (a) What is Search Engine Optimization (SEO) in online advertising? What strategies and techniques should be followed for effective SEO?
  - (b) Briefly discuss the strategy for effective Marketing Mix using Internet and digital contents.
6. **Attempt any one part of the following:** **7 x 1 = 7**
- (a) How reputation could be managed in online environment? Discuss with examples.
  - (b) What approaches are followed for Cost Benefit Analysis with online advertising?
7. **Attempt any one part of the following:** **7 x 1 = 7**
- (a) With the help of examples discuss the trends of Digital Marketing in India within the framework of global context.
  - (b) Briefly discuss the potentials of Mobile Gaming and Apps in online advertising.