Q.P. Code : 61347

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Fourth Semester M.B.A. (Day) Degree Examination, September/October 2020

(CBCS Scheme – 2014-15 onwards)

Management

Paper 4.3.3 – DIGITAL MARKETING

Time : 3 Hours] *[Max. Marks : 70*

SECTION – A

Answer any **FIVE** of the following each carries **5** marks : **(5 × 5 = 25)**

1. What is behavioural tracking in Digital Marketing? Explain any two behavioural tracking methods.

2. What is a keyboard in digital marketing? How important is it from the point of SEO?

3. Define pricing in marketing. Discuss the online pricing strategies.

4. Discuss the strategies for manage negative comments in digital marketing.

5. Explain the importance of mobile marketing for promotion of insurance services.

6. What is viral campaign? Illustrate on pros and cons of viral campaign.

7. Explain the difference media options of digital marketing.

SECTION – B

Answer any **THREE** of the following each carries **10** marks : **(3 × 10 = 30)**

8. Discuss the importance of consumer engagement in marketing. Explain the online customer engagement methods in detail.

9. Brief on the following :
   (a) Social media marketing
   (b) Blog marketing
   (c) Google Adwords
   (d) SME

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10. Explain the Pros and Cons of online surveys. Prepare an online survey questionnaire to access the effectives of Government effort in control of Covid-19 pandemic.

11. Critically analyse the issues, challenges and benefits of internet banking in India.

SECTION – C

12. Compulsory Case Study : **(1 × 15 = 15)**

Assume that you are a Marketing manager for an online medical assistance company. The company has assigned you free hands to promote companies products and services globally, particularly in this Covid-19 pandemic situation.

Questions :

(a) Prepare a detailed digital marketing plan for this above project.

(b) List and discuss the challenges and opportunities in this project.

(c) Give valuable suggestions to overcome the challenges.
