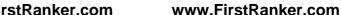


R17

Code No: 743AD

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD MBA III Semester Examinations, December - 2019 DIGITAL MARKETING

Time: 3hours Max.Marks:75 **Note:** This question paper contains two parts A and B. Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions. PART - A 5×5 Marks = 25 1.a) Explain with examples evolution of digital marketing from traditional marketing. [5] Explain the scope, importance and advantages of digital marketing. b) [5] c) What are some common social media marketing mistakes business make? [5] What do you understand by On-Page and Off-Page Optimization? d) [5] e) How do you track digital marketing? [5] PART - B $5 \times 10 \text{ Marks} = 50$ 2. What are the advantages and disadvantages of e-mail marketing, content marketing, blog marketing and campaign marketing? [10] Explain Digital Marketing strategies. 3.a) Explain how to integrate offline and online marketing. b) [5+5]'E-mail marketing strategies are not effectively used by firms' - Discuss. 4.a) What is web analytics and how it contributes to digital marketing? Explain. b) [5+5]OR Explain search advertising and how it is different from display advertising. 5.a) Mr. Anil wants to make a display advertisement of his HR consultancy service b) business. Suggest types of display advertisement that he can use. [5+5]6. Many experts agree that mobile marketing will become the dominant type of internet marketing. Briefly explain five strategic drivers of mobile marketing. [10] Describe a social media advertising plan for an e-commerce portal. 7.aIf your brand has a Facebook page would you prefer more likes and follows or b) engagement? State the reasons for your answer. [5+5]





www.FirstRanker.com

	8.a)	Distinguish	between	SEO	and	SEM.
--	------	-------------	---------	------------	-----	------

- b) Explain the following terms:
 - i) CPM: Cost per Mille (Thousand)
 - ii) CTR: Click-Through Rate
 - iii) CPA: Cost per Acquisition
 - iv) CPC: Cost per Click

[2+8]

OR

- 9. Anisha has a blog of recipe where she writes, share and puts video of world-wide cuisines. Suggest her method of offpage optimization of SEO with reasoning. [10]
- 10.a) Explain some of the ways to generate traffic on a website
 - b) Explain ways to attract and retain customers by using social media.

- 11.a) What is digital media analytics and why it is important?
 - b) How do you analyze a digital marketing strategy?

[5+5]

[5+5]

--ooOoo--

MMM.FirstRanker.com