

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]
- b) Explain the scope, importance and advantages of digital marketing. [5]
- c) What are some common social media marketing mistakes business make? [5]
- d) What do you understand by On-Page and Off-Page Optimization? [5]
- e) How do you track digital marketing? [5]

PART - B**5 × 10 Marks = 50**

2. What are the advantages and disadvantages of e-mail marketing, content marketing, blog marketing and campaign marketing? [10]

OR

- 3.a) Explain Digital Marketing strategies.
- b) Explain how to integrate offline and online marketing. [5+5]
- 4.a) 'E-mail marketing strategies are not effectively used by firms' - Discuss.
- b) What is web analytics and how it contributes to digital marketing? Explain. [5+5]

OR

- 5.a) Explain search advertising and how it is different from display advertising.
- b) Mr. Anil wants to make a display advertisement of his HR consultancy service 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]

OR

- 7.a) Describe a social media advertising plan for an e-commerce portal.
- b) If your brand has a Facebook page would you prefer more likes and follows or engagement? State the reasons for your answer. [5+5]

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.

[5+5]

OR

11.a) What is digital media analytics and why it is important?

b) How do you analyze a digital marketing strategy?

[5+5]

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