R17

Code No: 743AD

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA III Semester Examinations, April/May-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) What are concepts of digital marketing? Explain.   [5]
   b) What is mobile marketing? Explain about online public relations.   [5]
   c) Explain the need of digital marketing plan.   [5]
   d) Describe the importance of search engine marketing.   [5]
   e) Explain about social networking with Facebook, Google+ and LinkedIn. [5]

PART - B   5 × 10 Marks = 50

2.a) Describe the need and scope of digital marketing.
   b) What are digital marketing trends? Explain.   [5+5]
                                   OR
3.a) What are components of digital marketing? Explain.
   b) Give a comparison of marketing and digital marketing.   [5+5]

4.a) Explain about search engine marketing and email marketing.
   b) What are purchasing characteristics? What are organizational characteristics? [5+5]
                                   OR
5.a) Discuss about acquisition and retention of new customers.
   b) Explain about migrating from traditional channels to digital channels. [5+5]

6.   What are elements of digital marketing? Explain in detail.   [10]
                                   OR
7.   Explain about writing marketing plan and implementing the plan.   [10]

8.a) How online advertising differs from traditional advertising? Explain.
   b) What are major search engines? What search engines looks for? Explain. [5+5]
                                   OR
9.a) How effective is B2B online advertising? Explain different payment models.
   b) How a typical search works? How a search site builds its database and assembles its index? [5+5]

10. Explain the following:
     a) Social location Sharing with Foursquare, Gowalla, and MyTown
     b) Analyzing digital media performance   [5+5]
                                   OR
11. Explain the following:
     a) Social Bookmarking with Digg, Delicious, and StumbleUpon
     b) Analyzing Website performance   [5+5]

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