R15

Code No: E743AD

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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