

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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