

**B.B.A. SEM – VI (2015 CBCS Course) : SUMMER - 2019**  
**SUBJECT : DIGITAL MARKETING**

Day : Wednesday  
Date : 24/04/2019

**S-2019-1989**

Time : 10.00 AM TO 01.00 PM  
Max. Marks : 100

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**N.B.**

- 1) Attempt any **FOUR** questions from Section – I and any **TWO** questions from Section – II.
  - 2) Figures to the right indicate **FULL** marks.
  - 3) Answers to both the sections should be written in *S A M E* answer book.
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**SECTION – I**

- Q.1** Describe recent trends in digital marketing. (15)
- Q.2** How will you increase customers by using digital marketing strategies? (15)
- Q.3** Give a brief note on advantages and disadvantages of social media in the current digital world. (15)
- Q.4** Explain how customer expectations and perceptions are changing with the advent of digital marketing. (15)
- Q.5** Write short note on any **THREE** of the following: (15)
- a) Digital marketing through CRM
  - b) Digital marketing in FMCG
  - c) Internet branding
  - d) Emerging B2B models

**SECTION – II**

- Q.6** ‘Digital marketing is a buzz word in the present business scenario’. Elaborate the statement. (20)
- Q.7** You are appointed as a marketing manager of a FMCG company in your city. What digital marketing strategies will you opt to attract customers. State your assumptions if any. (20)
- Q.8** How does social media help in marketing of product and services? Explain with suitable examples. (20)

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