

**B.B.A. SEM – VI (2015 CBCS COURSE) : SUMMER - 2018**  
**SUBJECT : DIGITAL MARKETING**

Day : **Friday**  
Date : **04/05/2018**

**S-2018-1635**

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 **SEPARATE** answer book.
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**SECTION – I**

- Q.1** How would you define digital marketing? Explain its nature and scope. **(15)**
- Q.2** Why is digital marketing gaining importance in the businesses today? Explain with suitable examples. **(15)**
- Q.3** Explain the role of social media in digital marketing. **(15)**
- Q.4** ‘Customer behavior is changing in the modern digital era’. Elaborate the statement with suitable examples. **(15)**
- Q.5** Write short note on any **THREE** of the following: **(15)**
- a) Internet branding
  - b) Digital marketing tools and techniques
  - c) Making money in virtual world
  - d) Methods for data collection

**SECTION – II**

- Q.6** ‘Digital marketing is a buzz word in the present business scenario’. Elaborate the statement. **(20)**
- Q.7** You are planning to launch a start up providing cleaning services in your city. What digital marketing strategies will you go for in order to spread awareness of your services? State your assumptions if any. **(20)**
- Q.8** You are appointed as a marketing manager of a five star hotel in a metropolitan city. How will you use social media in order to spread awareness of your services? **(20)**

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