

**M.B.A. (GEN.) / M.B.A. (HR) / M.B.A. (IT) / SEMESTER - IV
(2012 COURSE)(CHOICE BASED CREDIT SYSTEM)/ M.B.A.
(FM) SEMESTER - IV (2013 (CHOICE BASED CREDIT SYSTEM)
: SUMMER - 2018
SUBJECT : ELECTIVE – V : DIGITAL MARKETING (MM)**

Day : **Wednesday**
Date : **09/05/2018**

Time : **02.00 PM TO 05.00 PM**
Max. Marks : 100

S-2018-1911

N.B.:

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Answers to both the sections should be written in **SEPARATE** answer books.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Discuss the nature and scope of digital marketing in reaching to customer today. [15]
- Q.2** Write a detailed note on digital revolution of India. [15]
- Q.3** “Social media is a boon or a curse”. Discuss with suitable business examples. [15]
- Q.4** Describe CRM strategies of an e-commerce company of your choice. [15]
- Q.5** How can you make real money through virtual world? Explain with suitable examples. [15]
- Q.6** Write short notes on **ANY THREE** of the following: [15]
- a) Advantages of digital marketing
 - b) Customer expectation and perception
 - c) Internet branding
 - d) Digital marketing tools

SECTION – II

- Q.7** People think that by using headgear (helmets) restricts your hearing and using seat belts restricts your free movements. How can you bring awareness through digital media to use their safety measures to safeguard life? [20]
- Q.8** How mobile applications (Apps) will be useful for a housekeeping and maintenance services provider to increase its customer base? Comment. [20]
- Q.9** Develop a marketing plan for a startup company dealing in tiffin services. The company doesn't want to invest in a physical store. How digital marketing will be of help for this startup? [20]

* * * *