

WINTER - 2017

SUBJECT : ELECTIVE – V : DIGITAL MARKETING (MM)

Day : Tuesday  
Date : 21/11/2017

Time : 02.00 PM TO 05.00 PM

Max. Marks : 100

W-2017-1795

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 recent trends in Digital Marketing with suitable examples. [15]
- Q.2 Give the significance of Digital Marketing in emerging B2B business models. [15]
- Q.3 What do you understand by customer expectation and consumer perception in digital marketing? [15]
- Q.4 Describe various social media and their suitability for the business. [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) Internet branding
  - b) Digital marketing through CRM
  - c) Methods for data collection
  - d) Digital marketing tools

SECTION – II

- Q.7 How mobile applications (Apps) will be useful for a business of your own choice to increase its customer base? Comment. [20]
- Q.8 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.9 Develop a marketing plan for a startup company dealing in artificial flower arrangement for any occasion. The company doesn't want to invest in a physical store. How digital marketing will be of help for this startup? [20]