

CDOE
BACHELOR OF BUSINESS ADMINISTRATION (CBCS- 2018 COURSE)
B.B.A. Sem-VI : WINTER :- 2021
SUBJECT: DIGITAL MARKETING

Day : Tuesday
Date 22-02-2022

W-18960-2021

Time : 10:00 AM-01:00 PM
Max. Marks: 70

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 **SAME** answer book.
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SECTION – I

- Q.1** Write an illustrative note on segmentation, targeting and positioning (STP) in digital marketing. **(10)**
- Q.2** Which social media platforms are used by marketers to promote their products / services? Discuss its advantages and disadvantages. **(10)**
- Q.3** What is meant by customer relationship management (CRM)? Discuss the benefits of e-CRM. **(10)**
- Q.4** What are the ways with which one can establish customers' trust in a digital business? **(10)**
- Q.5** Write short note on **ANY TWO** of the following : **(10)**
- a) Marketing in a virtual world
 - b) The online value
 - c) Digital revolution in India
 - d) Trends in digital marketing

SECTION – II

- Q.6** One of the renowned FMCG brand is experiencing a downward trend in its sales volume, market share and in turn the profitability. Considering this, you are required suggest suitable digital marketing strategies for addressing this problem effectively. State your assumptions clearly if any. **(15)**
- Q.7** As a digital marketing professional prepare an e-promotion plan for a coaching academy that imparts education in both offline and online mode. **(15)**
- Q.8** Illustrate the online consumer behaviour in the context of buying a smart watch. **(15)**
