

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

Day : Friday  
Date : 04-02-2022

W-18864-2021

Time : 02:00 PM-05:00 PM  
Max. Marks: 60

**N.B.:**

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

**SECTION – I**

- Q.1** Write an illustrative note on Customer Relationship Management (CRM) in a Digital World. [10]
- Q.2** What is meant by segmentation, targeting and positioning? Explain it in the context of digital marketing. Give example. [10]
- Q.3** What are the advantages and disadvantages of social media? Discuss. [10]
- Q.4** Explain how companies can increase their customer base by using digital marketing strategies. [10]
- Q.5** Write short note on **ANY TWO** of the following: [10]
- a) Recent trends in digital marketing
  - b) e-products
  - c) Role of social media in digital marketing
  - d) Digital revolution in India

**SECTION – II**

- Q.6** In the recent past Knorr, a world renowned food and beverage brand has aired creative ad-campaigns on television. The objective of the same was to spread awareness among the women aged between 25-49. Considering a paradigm shift in the societal mindset, Knorr wants to reach younger audience so as to induce product trial and in turn give an impetus to sales. Keeping this in mind, you are required to prepare e-promotion plan for this brand. [15]
- Q.7** Critically comment on Amazon's online marketing mix. [15]
- Q.8** Assume that you are appointed as In-charge Digital Marketing operations by an e-retailer (such as Flipkart, Amazon, and Myntra etc.). Considering the online consumer behavior in India and increased competition, you are required to prepare an action plan for establishing customer's trust in your digital business. [15]

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