

BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)
B.B.A. Sem-VI :SUMMER- 2022
SUBJECT : DIGITAL MARKETING

Day : Thursday
Date : 16-06-2022

S-13903-2022

Time : 02:00 PM-05:00 PM
Max. Marks : 100

N.B.:

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
 - 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
 - 3) Answers to Both the sections to be written in **SAME** answer books.
 - 4) Draw a labeled diagram WHEREVER necessary.
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SECTION - I

Q.1) Answer the following: (15 Marks X 1 = 15 Marks)

What is digital Marketing? Discuss the salient features of changing marketing landscape.

Q.2) Answer the following: (15 Marks X 1 = 15 Marks)

Why is digital marketing preferred over offline marketing in the present business scenario?
Explain with suitable examples.

Q.3) Answer the following: (15 Marks X 1 = 15 Marks)

Explain the term 'Social Media'. Describe its role in Digital Marketing.

Q.4) Answer the following: (15 Marks X 1 = 15 Marks)

How will you improve trust of the customers using digital business? Explain with suitable examples.

Q.5) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)

- a) Nature of Digital Marketing in the present era
- b) Methods for data collection
- c) Advertising on Social Networking
- d) Understanding consumer behavior for digital marketing
- e) Digital marketing through CRM
- f) Digital Marketing in FMCG

SECTION - II

Q.6) Answer the following (20 Marks X 1 = 20 Marks)

You are appointed as a marketing manager of a Five Star Hotel in your city. What digital marketing strategies will you opt to attract customers?

Q.7) Answer the following (20 Marks X 1 = 20 Marks)

In what ways does online consumer affect marketing strategy of companies? Explain with suitable examples.

Q.8) Answer the following (20 Marks X 1 = 20 Marks)

Assume that you are appointed as a marketing manager of a FMCG company. What digital marketing strategies will you use to attract customers?
