

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-VI : : SUMMER - 2022

SUBJECT : DIGITAL MARKETING

Day : Friday
Date : 27-05-2022

S-18864-2022

Time : 10:00 AM-01:00 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.
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SECTION – I

- Q.1** Write an illustrative note on the Digital Revolution in India. [10]
- Q.2** Explain how marketing is done in a virtual world. [10]
- Q.3** What is meant by digital marketing? Discuss the recent trends in it. [10]
- Q.4** Illustrate how prices are determined in digital marketing. Give examples. [10]
- Q.5** Write short note on **ANY TWO** of the following: [10]
- a) Customer expectation and perception
 - b) Nature and scope of digital marketing
 - c) Online consumer behavior
 - d) Advertising on social networking sites

SECTION – II

- Q.6** Design an e-CRM framework for a recently launched online store. State your assumptions clearly. [15]
- Q.7** What is meant by segmentation, targeting and positioning (STP)? Critically comment on the STP of Amazon Prime? [15]
- Q.8** Maggi a renowned brand from Nestle has faced lot of difficulties due to high level of lead in it. Comment on the utility of social media in crisis management of this type. [15]

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