

SUPPLEMENTARY
BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-VI MM :SUMMER- 2022
SUBJECT : DIGITAL MARKETING

Day : Saturday

Time : 10:00 AM-01:00 PM

Date : 27-08-2022

S-18864-2022

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 the recent trends in digital marketing. **[10]**
- Q.2** How the digital revolution in India has influenced the commercial organizations? Explain by giving suitable examples. **[10]**
- Q.3** Discuss the digital marketing strategies used by the companies for increasing their customer base. **[10]**
- Q.4** Which social networking sites can be used by the companies for advertising their products or services? Discuss. **[10]**
- Q.5** Write short note on **ANY TWO** of the following: **[10]**
- a) Establishing trust in digital business
 - b) Marketing in virtual world
 - c) Online consumer behavior
 - d) Utility of digital marketing

SECTION – II

- Q.6** Design an e-CRM framework for an eyewear retail chain like Lenskart. **[15]**
- Q.7** Critically comment on the online marketing mix of FirstCry. **[15]**
- Q.8** What is meant by social media? Discuss in detail its advantages and disadvantages. **[15]**

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