

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

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

SUBJECT : DIGITAL MARKETING

Day : Friday

Time : 02:00 PM-05:00 PM

Date : 16-12-2022

W-18864-2022

Max. Marks : 60

N.B.

- 1) Attempt any **THREE** 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 the **SAME** answer book.
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SECTION – I

- Q.1** What is meant by segmentation, targeting and positioning (STP)? Explain it in the context of Digital Marketing. (10)
- Q.2** Discuss the role of social media in the light of current business scenario. (10)
- Q.3** Write an illustrative note on marketing in a virtual world. (10)
- Q.4** Comment on the digital revolution in India and its benefits for the commercial organizations. (10)
- Q.5** Write short note on any **TWO** of the following (10)
- a) Recent trends in Digital Marketing
 - b) Benefits of e – CRM
 - c) Digital marketing strategies
 - d) Customer expectations and perceptions

SECTION - II

- Q.6** What is meant by marketing mix? Illustrate the online marketing mix of an Over The Top (OTT) platform of your choice. (15)
- Q.7** Assume that, you are appointed as In- charge of Digital Marketing operations at an online shopping platform (such as Meesho). Considering the online consumer behavior in India and fierce competition, you are required to prepare an action plan for establishing customers' trust in your digital business. (15)
- Q.8** Discuss the benefits of advertising on social networking sites. Give examples. (15)

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