

R22

Code No: 783AD

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA III Semester Examinations, February - 2025

DIGITAL MARKETING

Time: 3 Hours

Max.Marks:60

Note: This question paper contains two parts A and B. i) Part- A for 10 marks, ii) Part - B for 50 marks.

- Part-A is a compulsory question which consists of ten sub-questions from all units carrying equal marks.
- Part-B consists of ten questions (numbered from 2 to 11) carrying 10 marks each. Each of these questions is from each unit and may contain sub-questions. For each question there will be an "either" "or" choice, which means that there will be two questions from each unit and the student should answer either of the two questions.

PART – A

(10 Marks)

- 1.a) Define Digital Marketing. [1]
- b) What are the benefits of digital marketing? [1]
- c) Define blog marketing. [1]
- d) Explain segmentation. [1]
- e) Define Action Plan. [1]
- f) What is situational analysis? [1]
- g) What are HTML Tags? [1]
- h) How do you choose display Ad Format? [1]
- i) Explain Social Networking. [1]
- j) Explain the role of YouTube marketing in customer reach. [1]

PART – B

(50 Marks)

2. Explain the need and scope of digital marketing in detail and describe the components of digital marketing. [10]
- OR**
3. Throw light on the recent trends in digital marketing in modern era with a suitable real world example. [10]
- 4.a) Elucidate the various channels of Digital Marketing.
- b) Illustrate the importance of audience segmentation in digital era. [5+5]
- OR**
- 5.a) Discuss the role of digital media in customer retention and loyalty.
- b) Brief on search engine marketing importance in digital era. [5+5]
- 6.a) Describe the need and elements of a digital marketing plan.
- b) Examine the importance of industry analysis in preparation of digital plan. [5+5]
- OR**
7. Explain the steps involved in writing and implementing a marketing plan with suitable example. [10]

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QA 8.a) Explain the concept of search engine marketing. [5+5]
b) Describe the importance of landing page. [5+5]

OR

9.a) Discuss the differences between online advertising vs traditional advertising.
b) Brief on CPM and CPC concepts in online advertising. [5+5]

10.a) Write a detailed note on analyzing digital media performance.
b) Brief on the role of social media for customer reach. [5+5]

OR

11.a) Elaborate the role of social media in marketing. [5+5]
b) Describe the methods for analyzing digital media performance. [5+5]

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QA QA QA QA QA QA QA G

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