

R19

Code No: 763AD

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA III Semester Examinations, February - 2024

DIGITAL MARKETING

Time: 3 Hours

Max.Marks:75

- Note:** i) Question paper consists of Part A, Part B.
ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.
iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

PART - A

(25 Marks)

- 1.a) Elaborate on Inbound Marketing. [5]
- b) How does Social Media Influencers impact the market? [5]
- c) Explain what is PPC. [5]
- d) Describe what is on-page and off-page optimization? [5]
- e) Explain Search Engine Optimization with examples. [5]

PART - B

(50 Marks)

2. Explain the benefits of Digital Marketing compared to offline marketing and scope of digital marketing. [10]

OR

- 3.a) What is a Keyword in Digital Marketing and what is its importance? Give example.
- b) Brief on digital marketing trends. [5+5]
- 4.a) A product that is advertised on television should also have a web tie-in that is compatible with desktop and mobile devices. Elaborate.
- b) In what segments you can categorize digital marketing? Give examples. [5+5]

OR

5. Explain some of the key online channels of digital marketing with suitable examples. [10]
- 6.a) Examine the need of digital marketing plan, its elements in brief.
- b) Brief on the procedure of implementing the digital marketing plan. [5+5]

OR

- 7.a) Explain the components required for website designing and planning.
- b) Brief on the role of budget on digital marketing plan. [5+5]
- 8.a) What is KPI? What KPIs do you use in social media reporting?
- b) Explain a user journey of an online shopper step by step. [5+5]

OR

9. Explain the methods of choosing a display ad – format and brief on loadings page, its importance. [10]

QA QA QA QA QA QA QA G

10. Imagine you started a business, explain how are you going to drag the attention of more potential buyers for the products /services offered by your business via social media channels? [10]

QA QA QA QA QA QA QA G

- 11.a) Differentiate between Google Adword and Double Click.
b) Brief on the tools used for analyzing digital media performance

[5+5]

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QA QA QA QA QA QA QA G

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QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G