

Code No: 783AD

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA III Semester Examinations, February - 2024

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)**

- What is bandwidth in communication? [1]
- What is a browser? [1]
- Describe the major limitation of email marketing? [1]
- Define customer loyalty. [1]
- Brief on the advantage of having executive summary? [1]
- What is the main consideration in setting marketing goal? [1]
- What is UPI? [1]
- What are prompts? [1]
- Describe microblogging? [1]
- What is a portal? [1]

PART-B**(50 Marks)**

- What are the advantages of digital marketing?
- Discuss some of the challenges of digital marketing. [5+5]

OR

- What is the minimum infrastructure needed for digital marketing?
- What is the demographic characteristics of customers patronising digital marketing? [5+5]

- What is the motivation for migrating to digital channels from the traditional channels?
- Bring out the advantage of customer retention. [5+5]

OR

- Discuss the nature of interactive marketing through communication media. Can it be an effective substitute for personal interaction? Why and why not? [10]

- What are the premises of digital marketing plan?
- How useful would be a marketing budget in marketing control? [5+5]

OR

QA QA QA QA QA QA QA Q

- 7.a) How can situational analysis help in discerning marketing opportunities?
- b) What are the advantages of writing a marketing plan? [5+5]

QA QA QA QA QA QA QA Q

- 8.a) What is the importance of search engine in digital marketing?
- b) How do you measure ad effectiveness? [5+5]

OR

- 9.a) What is the nature of web-based advertisement and marketing? What are their advantages?
- b) Would it be better to transfer the existing brands to the Web or create entirely new brand on the web? Explain the reasoning behind your conclusion. [5+5]

QA QA QA QA QA QA QA Q

- 10. Trace how YouTube has risen to prominence as social media and discuss its effectiveness in marketing. [10]

OR

- 11. Explain how the social media can be effective in rural marketing and the advantages of the media. [10]

QA QA QA QA QA QA QA Q

QA QA QA QA QA QA QA Q

QA QA QA QA QA QA QA Q

QA QA QA QA QA QA QA Q

QA QA QA QA QA QA QA Q