

# *National Institute of Technology, Hamirpur (HP)*

## **MBA**

**Branch: MBA**

**Semester: 3<sup>rd</sup>**

**Course Name: Digital Marketing**

**Course Code : MB-715**

**Time: 120 min (December, 2020)**

**Maximum Marks: 50**

### **PART-A**

(10 Marks)

*Note: All questions are compulsory, each question carry 2 marks*

- Q.1 What do you mean by payment gateways? What is their importance?
- Q.2 State different revenue benefit models.
- Q.3 Differentiate between e commerce, e business and e-marketing.
- Q.4 What do you understand organic and inorganic search.
- Q.5 Explain the role of key word value and key word advertising in digital marketing.

### **PART-B**

(40 Marks)

*Note: Attempt all questions, each question carry 5 marks*

- Q.1 What do you mean by digital marketing? Discuss its importance in modern era of business.
- Q.2 What do you understand the term "Page Ranking"? Explain its importance.
- Q.3 Discuss the concept of customer lifetime value.
- Q.4 How could you leverage social media in order to promote your brand and increase consumer engagement?
- Q.5 What are different security and privacy issues associated with digital marketing.
- Q.6 What is email marketing? what are its benefits in digital marketing. How can you measure success of an email marketing campaign?
- Q.7 Write short notes. (Any one)
  - (i) Google Adwords and Google Adsense
  - (ii) Consumer Segmentation, Targeting and Positioning using online tools
  - (iii) Online market research
- Q.8 How consumer generated media is useful in influencing sales and visibility of a brand. Elaborate citing some examples.