

CBCS SCHEME

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20MBAMM403

Fourth Semester MBA Degree Examination, July/June 2023

Digital Marketing Management

Time: 3 hrs.

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No. 8 is compulsory.

- 1 a. What are digital Earned Media? (03 Marks)
b. Explain the differences between traditional marketing and digital marketing. (07 Marks)
c. Explain the digital marketing planning process. (10 Marks)
- 2 a. What is meant by Unique users? (03 Marks)
b. Explain the types of display ads. (07 Marks)
c. Explain the various methods of digital targeting. (10 Marks)
- 3 a. What is digital remarketing? (03 Marks)
b. Explain the key inputs and programmatic buying. (07 Marks)
c. What is social Media strategy? Explain the social media strategy cycle? (10 Marks)
- 4 a. What is 70/20/10 content approach? (03 Marks)
b. Explain the LinkedIn Analytics. (07 Marks)
c. Explain a content strategy of a marketer using Twitter to attract new followers. (10 Marks)
- 5 a. What is augmented reality? (03 Marks)
b. Explain the advantages of mobile advertising. (07 Marks)
c. Explain the POE framework of mobile marketing. (10 Marks)
- 6 a. What is CRBT? (03 Marks)
b. Explain the various types of youtube ads. (07 Marks)
c. Mention the KPI in measuring video marketing successes. (10 Marks)
- 7 a. What is ad impressions in digital marketing. (03 Marks)
b. Explain the phases of SEO. (07 Marks)
c. Explain, the technological advancement in digital marketing. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.

8 CASE STUDY [Compulsory]

Amazon and Flipkart, the two E-commerce giants are increasingly adopting the digital marketing strategy. Collectively two companies cornered advertising revenues through push, discoverable, brand ads worth Rs. 3940.2crore in Fy21 compared to Rs 2645.8crore in Fy20. A lot of E-commerce advertising happens on google and Facebook besides Amazon and Flipkart. When brands advertise on Facebook the link goes to an E-commerce website. Advertising is growing due to growing increase in data consumption, growth in smartphone penetration and the ease of buying online. About 70-75% of digital ad spends is allocated for google and Facebook in India, and 25% distributed across – LinkedIn, Twitter, programmatic and Influencer marketing

Questions :

- a. What are the different advertising format, with refence to Amazon and Flipkart. (05 Marks)
- b. Explain the advantages of facebook advertising. (05 Marks)
- c. How video marketing be leveraged by using different social media platforms. (10 Marks)
