



**MBA (FT)/MBA (IB) DEGREE III SEMESTER EXAMINATION
NOVEMBER 2016**

SMS 2308/SMI 2308 DIGITAL MARKETING

(Regular)

Time: 3 Hours

Maximum Marks: 50

PART A

(Answer *ALL* questions)

(5 × 2 = 10)

1. Define SEO.
2. What is affiliate network?
3. What is *pay-per-click* (PPC) marketing?
4. What is meant by banner advertisement?
5. Describe viral marketing.

PART B

(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. Explain different stages in the development of a website meant for B2B transactions.
7. Explain the major elements of an internet marketing strategy.
8. What is the significance of measurement in online marketing? Identify major tools for the measurement.
9. Examine the possibilities of social media in public relations and brand building.
10. Some services such as email are offered free of cost. What is the business logic behind such free services? Describe their revenue models, citing real examples.
11. Discuss the scope of e-retailing in India. Does it lack true shopping experience?
12. Design a plan for segmentation and targeting for a service organization with the help of inputs from web analytics.

PART C

(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. 'Online marketing environment is different from traditional business environment'. Do you agree with the statement? Highlight the unique opportunities and challenges associated with the digital marketing.
14. Discuss the role of digital technology in integrated marketing communication. Also, how can you apply the mobile applications for effective CRM?
15. Explain the impact of different online marketing tools on elements of marketing mix. Does price competition found in e-shopping portals offer tangible benefits to the stakeholders in the long run?