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MBA (FT)/MBA (IB) DEGREE III SEMESTER EXAMINATION NOVEMBER 2015**SMS 2308/SMI 2308 DIGITAL MARKETING**
(Regular)

Time: 3 Hours

Maximum Marks: 50

PART A(Answer *ALL* questions)

(5 × 2 = 10)

1. What is mobile marketing?
2. Define CRM.
3. What is meant by integrated retailing?
4. What are 'meta-tags'?
5. What is e-auction?

PART B(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. How do you distinguish a transactional e-commerce site from a brand-building site?
7. Explain a typical B2B buying process in an online context.
8. How do digital marketing communications differ from traditional marketing communications?
9. What are the activities involved in building a new shopping site or updating an existing one?
10. Discuss the different techniques used in an effective SEO process.
11. Brief some of the ethical and security standards to be adopted while using social media for marketing.
12. How do affiliate networks work? Do they help co-branding?

PART C(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. Discuss the benefits of digital marketing for marketers and customers.
14. Explain various business and revenue models available through e-business.
15. Explain the uses and applications of web analytics in marketing process.