

20/05/24 (E)

Roll No.

Total Pages : 03

701401

May 2024

M.B.A. (Fourth Semester)

Digital and Social Media Marketing

(MGT-MM-204)

Time : 3 Hours

[Maximum Marks : 75

Note : It is compulsory to answer all the questions (1.5 marks each) of Part A in short. Answer any *four* questions from Part B in detail. Different sub-parts of a question are to be attempted adjacent to each other. Write short note on all the parts of Part A.

Part A

1. (a) Drivers of new marketing environment 1.5
- (b) Web analytics 1.5
- (c) RSS Feed 1.5
- (d) Pay per click 1.5
- (e) Types of display ads 1.5
- (f) Advertising campaigns 1.5

- (g) Mobile Advertising 1.5
- (h) Banner Placement 1.5
- (i) e-Mail campaign 1.5
- (j) Press Release. 1.5

Part B

- 2. How do digital consumers engage with online communities, and what role do these communities play in shaping consumer behavior and decision-making processes ? Illustrate your points. 15
- 3. (a) What are the key milestones in the evolution of digital marketing, from its early beginnings to its current state ? 7.5
- (b) What are the key strategies and best practices for successful YouTube marketing ? 7.5
- 4. What components make up the digital marketing mix ? What is the impact of digital channels on integrated marketing communication ? 15
- 5. What is facebook marketing ? Explain the various tools of facebook marketing. 15

- 6. (a) Explain the forms of mobile marketing. 7.5
- (b) What is e-Mail marketing, and how does it serve as an effective tool for businesses to communicate with their audience ? 7.5
- 7. What is Affiliate Marketing and how does it work ? What are in-house affiliate programs and how do they differ from third-party affiliate networks ?

15