

Master of Business Administration (MBA) III Semester Examination 2019

MBA – GE – MM - 06

Digital Marketing

Set 1

Maximum Marks: 75

Time Allowed: 3 Hours

Attempt any five (05) questions. All questions carry equal marks. You can make valid assumptions wherever required. Be precise and relevant in your approach to the paper. Write your roll number on top immediately on receipt of question paper.

1. "Digital marketing has transformed modern-day business." Do you agree?
Explain your view point.
2. "Website being the interface between the company and customers, is the most critical success factor for contemporary businesses." Do you agree?
Explain your answer.
3. Use the techniques of SEM to promote your online business of fashion accessories.
4. Apply SEO to promote an online business model of executive stress management.
5. Apply SMM to market diet drinks.
6. Use the notion of various web analytics metrics to assess your performance for an online grocery business.
7. Show your familiarity with the concept of conversion rate. Why is the ideal conversion rate an illusion?
8. Suggest a suitable digital marketing campaign and strategy for an online business of selling flowers.
