

Master of Business Administration (MBA) III Semester Examination 2018

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 is the future of business." Do you agree? Explain your view point.
2. "Website design and development are key to success of online marketing." Elucidate and give examples.
3. How will you use SEO to successfully promote your online business of home furniture and furnishings? Elaborate.
4. "Paid formats should be used with discretion." Do you agree? Explain your answer.
5. "Social media can influence minds which in turn can influence purchase decisions." Elucidate.
6. How can you use web analytics to strengthen your online real-estate/property business? Explain in detail.
7. "The number that matters in digital marketing is conversion rate." Analyze the statement in the context of conversion being the only goal of all digital marketing programs.
8. Show your acquaintance with the concept of e-mail marketing. Why is e-mail marketing a popular option among digital marketers?
