

Jamia Hamdard
School of Management and Business Studies
Department of Management
Odd Semester Examination - January 2023 – February 2023
MBA-III Semester
MBA-GE-MM-06
DIGITAL MARKETING

Duration: 3 Hours

Max Marks: 75

*Note: Attempt any Five Questions. All questions carry equal marks. [15*5=75].*

Make valid assumptions wherever required.

1. "The world is experiencing a paradox between physical and digital marketing." Do you agree?
Discuss with suitable examples.
2. Create an appropriate SEO strategy for online marketing of fitness bands.
3. Devise a suitable SMM strategy for digital marketing of athleisure.
4. Elaborate upon SEM which you will undertake for online marketing of luxury cars.
5. Industry 4.0 is the be all and end all in itself. Argue in favour or against.
6. Briefly describe the steps you will undertake to design a website / webpage for marketing of budget hotel.
7. Web analytics should culminate into conversion optimization. Argue your opinion.
8. Draft an email for sending to your prospective customer as a marketer of heavy-duty generators.
