

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD**

Odd Semester Examination (Online) January 2021

MBA III Semester

Subject Name: Digital Marketing

MM: 75

Subject Code: MBA-GE-MM-06

Time: 03Hours

Email Id of the Examiner: msabdin22@gmail.com.

Email Id of the Assistant Superintendent of Exams: assistant.superintendent.exams@gmail.com

Email Id of Dean: deanmanagement@jamiahamdard.ac.in

Note:

- Students have to submit the **Scannedhand written solution** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional ½ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows –
Full Name-Enrollment Number-Course-Semester-Subject Abbreviation (Example: Rabia Shaheen-2017-334-032-MBA-III-QTM) and students shall also mention the same in subject line of the email & his/her answer copy also.
- Answer All Questions, each carry equal marks.

Q1: Will it not be better and safer for a marketer to opt for conventional marketing vis a vis digital marketing for selling something as tangible as furniture for domestic consumption?

Elucidate.

Q2: Provide a suitable SEM strategy for marketing of Ed Tech products. Which factors need to be taken care of? Explain.

Q3: How will you apply SMM to your advantage in the context of selling art & crafts products online? Elaborate.

Q4: "CRO is a myth. It is elusive. It can never be achieved." Do you agree? Explain your argument.

Q5: Prepare a suitable digital marketing plan laying emphasis on email marketing for selling life insurance products online.

Q3: How will you apply SMM to your advantage in the context of selling art & crafts products online? Elaborate.

Q4:“CRO is a myth. It is elusive. It can never be achieved.” Do you agree? Explain your argument.

Q5: Prepare a suitable digital marketing plan laying emphasis on email marketing for selling life insurance products online.
