

Roll No.....

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School of Management and Business Studies
Department of Management
Odd Semester Examination - January 2024
INTEGRATED MBA-IX Semester
MBA (I)-GE-MM-06
DIGITAL MARKETING

Duration: 3 Hour

Max.Marks -75

(15X5=75)

Note: Attempt any Five Questions, All questions carry equal marks.

- Q1. Influencer marketing has become a common marketing tactic. Argue for or against.
- Q2. Mobile optimization is critical for the success of any campaign. Debate either side.
- Q3. It is imperative for video marketers to keep content short and crisp. Discuss.
- Q4. Social media is transforming into a customer service tool. Elucidate.
- Q5. Although time consuming, SEO will be the first choice of marketers as far as credible business is concerned. Express your stand with arguments.
- Q6. Provide some genuine examples of businesses where paid methods of SEM will hold valid and be profitable. Explain them briefly.
- Q7. How can web analytics help a declining business? You can take any example of your own.
- Q8. Email marketing is more suited to the idea of enhancing CR. Discuss your view point.
