

Jamia Hamdard
School of Management and Business Studies
Department of Management
Odd Semester Examination - January 2023
B.Com (H) -V Semester
BCH 507, Digital Marketing

Roll No.....

Duration: 3 Hour

Max.Marks -75

Section A - Short Answer

(5X6=30)

Note: Attempt any Six Questions, All questions carry equal marks

- Q1: What is B2B digital marketing?
- Q2: State any two advantages of modern marketing.
- Q3: What are the different types of audience segmentation in digital marketing?
- Q4: What is STP Marketing model?
- Q5: What are the different components of Internet marketing?
- Q6: What do you understand with the term Search Engine Marketing (SEM)?
- Q7: What are the different forms of Interactive Marketing?
- Q8: What do you mean by the Ethical Issues in E-Marketing?
- Q9. Differentiate between digital and social media marketing.

Section B-Long Answer

(15X3=45)

Note: Attempt any Three Questions; All questions carry equal marks

- Q1: Discuss the measures available for legal protection of consumers of digital market.
- Q2: Compare and contrast the digital products and tangible products and explain the methods of marketing digital products in online.
- Q3: Elaborate on SEO and its application in digital marketing also explain the various steps involved in it?
- Q4: Discuss the growth of digital media industry in India.
- Q5: Describe the difference between traditional marketing and digital marketing by giving example of any mobile phone.

Q6: Deo as a category has picked up phenomenally in India. Pick up any three leading Deo brands (across launch, growth and established stages) and develop the Digital Marketing campaign for the three deo brands.