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Jamia Hamdard
School of Management and Business Studies
Department of Management
Odd Semester Examination - January 2024
MBA-III Semester
MBA-GE-MM-06
DIGITAL MARKETING

Duration: 3 Hour

Max.Marks -60

(12X5=60)

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.
