

Master of Business Administration (MBA) III Semester Examination 2017

MBA – GE – MM - 06

Digital Marketing

Maximum Marks: 75

Time Allowed: 3 Hours

Attempt any five (05) questions. All questions carry equal marks. You can make valid assumptions wherever required. Be precise and relevant in your approach to the paper. Write your roll number on top immediately on receipt of question paper.

1. "Digital marketing has become the norm of the day and will definitely replace traditional marketing." Do you agree? Explain your view point.
2. What is the importance of website for modern businesses? What are the important components of a commercial website? How could you successfully connect with your customers through website?
3. Promote your online business of garments and accessories using the concept of search engine marketing.
4. How would you effectively use social media marketing elements and techniques to promote your online business of electronics?
5. "Slow and steady wins the race." Elucidate in the context of digital marketing.
6. How would you use web analytics to strengthen the foundation of your online publication business? Explain in detail.
7. Conversion rate is a highly ambiguous and dubious figure. Why and how? Elaborate with examples.
8. Prepare a comprehensive digital marketing strategy for a hospitality business.
