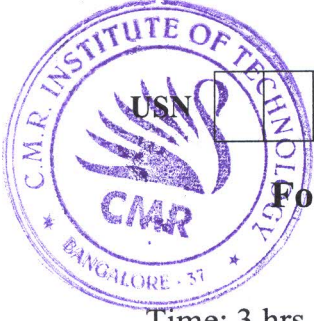


CBCS SCHEME



20MBAMM403

Fourth Semester MBA Degree Examination, July/June 2023 Digital Marketing Management

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No. 8 is compulsory.

- 1 a. What are digital Earned Media? (03 Marks)
b. Explain the differences between traditional marketing and digital marketing. (07 Marks)
c. Explain the digital marketing planning process. (10 Marks)
- 2 a. What is meant by Unique users? (03 Marks)
b. Explain the types of display ads. (07 Marks)
c. Explain the various methods of digital targeting. (10 Marks)
- 3 a. What is digital remarketing? (03 Marks)
b. Explain the key inputs and programmatic buying. (07 Marks)
c. What is social Media strategy? Explain the social media strategy cycle? (10 Marks)
- 4 a. What is 70/20/10 content approach? (03 Marks)
b. Explain the LinkedIn Analytics. (07 Marks)
c. Explain a content strategy of a marketer using Twitter to attract new followers. (10 Marks)
- 5 a. What is augmented reality? (03 Marks)
b. Explain the advantages of mobile advertising. (07 Marks)
c. Explain the POE framework of mobile marketing. (10 Marks)
- 6 a. What is CRBT? (03 Marks)
b. Explain the various types of youtube ads. (07 Marks)
c. Mention the KPI in measuring video marketing successes. (10 Marks)
- 7 a. What is ad impressions in digital marketing. (03 Marks)
b. Explain the phases of SEO. (07 Marks)
c. Explain, the technological advancement in digital marketing. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

8 CASE STUDY [Compulsory]

Amazon and Flipkart, the two E-commerce giants are increasingly adopting the digital marketing strategy. Collectively two companies cornered advertising revenues through push, discoverable, brand ads worth Rs. 3940.2crore in Fy21 compared to Rs 2645-8crore in Fy20. A lot of E-commerce advertising happens on google and Facebook besides Amazon and Flipkart. When brands advertise on Facebook the link goes to an E-commerce website. Advertising is growing due to growing increase in data consumption, growth in smartphone penetration and the ease of buying online. About 70-75% of digital ad spends is allocated for google and Facebook in India, and 25% distributed across – LinkedIn, Twitter, programmatic and Influencer marketing

Questions :

- a. What are the different advertising format, with refence to Amazon and Flipkart. (05 Marks)
- b. Explain the advantages of facebook advertising. (05 Marks)
- c. How video marketing be leveraged by using different social media platforms. (10 Marks)
