

**Hi-Tech Institute of Engineering & Technology**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**COURSE : MBA**  
**(SEM-2) EVEN SEMESTER MODEL PAPER-1 (2022-23)**

Subject Code: KMBN-207

Subject Name: DIGITAL MARKETING &amp; E-COMMERCE

Time: 3 Hours

Total Marks: 100

Note: Attempt all Sections. If you require any missing data, then choose suitably.

## SECTION A

1. Attempt all questions in brief.

2\*10=20

S.No	Questions	CO
(a)	What is PPC advertisement?	1
(b)	Explain Digital Marketing Landscape	1
(c)	Define On Page and Off Page SEO.	2
(d)	Everyone does search on Google and have used SEO. Explain those SEO.	2
(e)	What do you mean by Backlink?	3
(f)	“Video is much impressivethanText”. In this line, Categorize Video Marketing Techniques.	3
(g)	Define Gamification.	4
(h)	Explain Return on Investment.	4
(i)	Discuss in brief the types of ECommerce.	5
(j)	What are the differences between Credit card and Debit card.	5

## SECTION B

2. Attempt any three of the following:

10\*3=30

S.no	Questions	CO
(a)	<p>Godrej as a brand has been already established as a household name. However, its pedigree is that of stability rather than innovation, especially in the appliances segment. To break free of this impression they devised a branding + personification strategy. Literally the appliances would speak for themselves.</p> <p>Godrej Indispensables, an online web sitcom starring various products. Why Indispensables? Well, they are confident that they predict abilities to handle all that is thrown at them in a day-to-day functioning of a household. They are the silent protectors of a family's home, the behind-the-scenes heroes of everyday chores. Every episode shows them faced with a daily plight which they resolve in a way unique to their persona, using 30 animations, we brought to life these selfless helpers and given them a wide variety of quirks and personalities.</p> <p>So far, the videos have garnered cumulatively over 50000+ views on YouTube. A special hashtag called #TheIndispensables was created to launch the first series of videos. In it they asked out followers to list out their gadgets which they felt were indispensable to them. This #tag trended globally and gave the campaign a sizable boost in impressions. The products themselves will dispense some much-needed advice on how to better operate them. Going Ahead ~The Indispensables will continue to thwart household crisis, and keep audience entertained and informed.</p> <p><b>Questions:</b></p> <p><b>Q.1.</b> How does an appliance brand enhance brand presence in an already cluttered social space?</p> <p><b>Q.2.</b> Online consumers read reviews and recommendations when making a purchase. Justify</p> <p><b>Q.3.</b> What advantages Godrej can enjoy if they are successful in Online marketing?</p>	1

**SECTION C**

3. **Attempt any one part of the following:** **10\*1=10**

S.No	Questions	CO
(a)	Difference between Digital marketing & traditional marketing.	1
(b)	Discuss different types of websites along with their examples.	1

4. **Attempt any one part of the following:** **10\*1= 10**

S.No	Questions	CO
(a)	Explain the process you will use to create a Google search campaign for any marketer. Categorize the process and the key decisions to be taken.	2
(b)	How companies can use Blogs as effective digital marketing tool? Support your answer with suitable example.	2

5. **Attempt any one part of the following:** **10\*1=10**

S.No	Questions	CO
(a)	Discuss the method by which consumers are segmented and targeted in the virtual world.	3
(b)	What are the steps that marketer needs to take in order to execute a mobile marketing strategy?	3

6. **Attempt any one part of the following:** **10\*1=10**

S.No	Questions	CO
(a)	Discuss the Digital Marketing strategies and its ROI.	4
(b)	Define online reputation management. Discuss the benefits of online reputation management.	4

7. **Attempt any one part of the following:** **10\*1=10**

S.No	Questions	CO
(a)	Discuss E-commerce Sales Life Cycle (ESLC) Model along with suitable example.	5
(b)	Discuss the following with suitable example of each: a. Electronic Payment System. b. Electronic Data Interchange.	5