

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

Subject Code: KMBN-207

Subject Name: DIGITAL MARKETING & 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)	Define Web Hosting.	1
(b)	What is Domain name?	1
(c)	Define SEO & SMM.	2
(d)	Define Mail Chimp.	2
(e)	What is Content Marketing?	3
(f)	What is the role of SMM in today's era.	3
(g)	Define Online PR.	4
(h)	What is reputation management?	4
(i)	Explain the following payment systems: Credit Card, EFT, E-cash.	5
(j)	Explain ESLC.	5

SECTION B

2. Attempt any three of the following:

10*3=30

S.no	Questions	CO
(a)	<p>Case Study - Flipkart-Amazon Of India E-commerce transactions in India are gaining popularity at the very fast pace majorly due to its attributes of ease of shopping, good discounts, social media integration, cash on delivery mode of payment etc. The industry is all set to grow and beat the records considering the recent show of strength of several E-commerce companies of India Inc in their capability to raise funds as well. Flipkart- One of the leading Indian e-commerce companies headquartered in Bangalore, Karnataka. The overall brand value of FLIPKART is good, but it is facing tough competition from its global as well as local competitors. But in India, it is the most superior E-business portal which is aggressively expanding and planting its roots deep into the Indian market and at the same time shifting the mindset of the people i.e. from going and shopping from physical stores to online stores, which is enormous.</p> <p>i. Discuss the Initial Challenges faced by Flipkart ii. How Flipkart succeeded in Building the Trust of Online customers? iii. How can Social media can be used to increase the market share of the Brand?</p>	1

SECTION C

3. Attempt any one part of the following:

10*1=10

S.No	Questions	CO
(a)	Write a short notes on Campaign Marketing & Blog Marketing.	1
(b)	Explain Digital Marketing and list its advantages.	1

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

S.No	Questions	CO
(a)	What is meant by SEO? Explain its types and techniques.	2
(b)	What is E-mail marketing? Explain the role of mail chimp in campaign of E-mail marketing.	2

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

S.No	Questions	CO
(a)	What is SEO? What are the different components of SEM that must be planned by the marketing manager?	3
(b)	What is virtual marketing and how it is different from influencer marketing? What would be the role of Off- Page optimization for the SEO?	3

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

S.No	Questions	CO
(a)	"Gamification is the need of Hour." Analyse the statement in the light of digital marketing.	4
(b)	Explain Digital Marketing strategies and marketing analytical tools.	4

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

S.No	Questions	CO
(a)	Describe the E-Governance for India. Describe in details the Indian customer EDI system and service center.	5
(b)	Explain the various environmental factors that have an impact on E-Commerce. What is M-Commerce? Explain its benefits	5