

**MBA**  
**(SEM II) THEORY EXAMINATION 2022-23**  
**DIGITAL MARKETING AND E COMMERCE**

**Time: 3 Hours**

**Total Marks: 100**

**Note:** Attempt all Sections. If require any missing data; then choose suitably.

**SECTION A**

- 1. Attempt all questions in brief. 2 x 10 = 20**
- (a) Define the concept of Digital Marketing.
  - (b) What do you mean by keywords?
  - (c) Define online campaigns.
  - (d) What do you mean by 'mention' in digital marketing?
  - (e) What is content marketing?
  - (f) Define video marketing.
  - (g) What is bouncing rate?
  - (h) What do you mean by 'page view' in analytics?
  - (i) What is e-commerce?
  - (j) What is smart card payment system?

**SECTION B**

- 2. Attempt any three of the following: 10 x 3 = 30**
- (a) Discuss the significances of digital marketing in present era.
  - (b) Illustrate the mechanism of SEO.
  - (c) Discuss the role of Instagram marketing in branding.
  - (d) What are the different components of Online Reputation Management? Discuss.
  - (e) Explain the present status of e-commerce in India.

**SECTION C**

- 3. Attempt any one part of the following: 10 x 1 = 10**
- (a) Differentiate between digital marketing and traditional marketing.
  - (b) How Keywords are important in digital marketing? Explain.
- 4. Attempt any one part of the following: 10 x 1 = 10**
- (a) What is e-mail marketing? Explain its advantages.
  - (b) Discuss the factors affecting content planning.
- 5. Attempt any one part of the following: 10 x 1 = 10**
- (a) Discuss the impact of Social Media marketing on branding.
  - (b) Explain the process of Search Engine Marketing.

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

- (a) Explain the different digital marketing strategies.
- (b) Explain the factors of online public relation management.

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

- (a) Briefly discuss the E-commerce Sales Life Cycle (ESLC) model.
- (b) Discuss the importance of EDI in e-commerce.

QP23EP2\_311

| 05-08-2023 08:47:55 | 115.245.67.130