

Enroll No

K.E.Society's
Rajarambapu Institute of Technology, Rajaramnagar
(An Autonomous Institute, affiliated to SUK)
End Semester Examination (March 2022)
S.Y.M.B.A. Sem- III

Q.P.Code
E083

Course Code: MIM201

Course Name: Digital Marketing

Day & Date: 25/01/2023

Time : 02:30 PM TO 03.30 PM

Max Marks: 100

- Instructions:** 1) All questions are compulsory
2) Figures to the right indicate maximum marks
3) Assume suitable data if not given
4) Use of non-programmable calculator is allowed

		Question Statement	Marks	CO
Q. No. 1	A	Think of a digital marketing strategy for a decade-old fashion cloth offline store. 1. What are the metrics that should be followed for increasing web presence? 2. To increase sales, is it important for a business to go for digital marketing campaigns? If yes, why? If no, why not?	8	3 4
	B	Explain the major differences between on-page and off-page optimizations OR Describe the SEO process. What is the difference between paid search and organic search?	7	2
Q. No. 2		Attempt any two from the following:		
	A	Will twitter be considered as an ideal platform for digital marketing of brands when compared with other popular social media?	7	3 4
	B	Imagine you are working for the Income Tax Department. Ministry of Finance, Government of India. You have been allotted a task of raising awareness among the citizens of the country about the paying taxes. Design social media plan for the same. OR Design LinkedIn Marketing Campaign for your "Edu-Tech" e-learning company dealing with online courses provider of top branded education system.	8	3 4



Q. No. 3		Attempt any two from the following.		
	A	A travel agency started the campaign with “Experience the lives”, Design an effective Email Marketing Campaign and helps them to build their Email Database.	8	3 4
	B	How will you check the effectiveness of your email marketing campaign? OR Compare the characteristics E-Business & Traditional Business with suitable justification	7	1 2
Q. No. 4		Attempt the following		
	A	“Digital Marketing plays an important role in reaching targeted customer” Justify. Explain with the help of 7 C’s of Digital Marketing.	8	2
	B	Discuss the benefits of Pay Per Click. How Google Ad words do helps in this type of search.	7	3
Q. No. 5		Attempt the following		
	A	How the off Page SEO Technique help in getting more and more click and visits, explain with proper justification?	10	2
	B	For B2B Fashion e-commerce portal, explain how you would use Facebook Audience Insights to your advantage.	10	2 3
Q. No. 6		Attempt any two from the following		
	A	Discuss data mining as a step in knowledge discovery process and various challenges associated.	10	2 3
	B	Discuss the importance of e-commerce & all models with suitable examples.	10	2

