

BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

USN Course Code

Fourth Semester Degree Examinations Sept/ Oct 2023

DIGITAL & SOCIAL MEDIA MARKETING

Duration: 3 hrs

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Question No. 1 to 7.
2. Question No. 8 is compulsory
3. Missing data, if any, may be suitably assumed*

Q. No	Question	Marks	(RBTL:CO:PO)
1	a Define Digital Marketing?	03	(1:1:1)
	b Explain the different types of Digital Marketing.	07	(4:1:1)
	c Summarize the different types of Cyber Crime?	10	(5:1:1)
2	a What is E-Marketing Plan?	03	(1:1:2)
	b Explain Digital Divide in detail?	07	(4:1:2)
	c Explain Global E-Marketing issues about Country and Market Opportunity Analysis	10	(5:1:2)
3	a What are the challenges of Data Analytics?	03	(1:2:4)
	b Explain about Technology enabled approaches?	07	(4:2:4)
	c Appraise STP in digital Marketing?	10	(5:2:4)
4	a What is Knowledge Management Metrics	03	(1:2:4)
	b Explain Data Driven Strategy.	07	(4:2:4)
	c Support the four concepts of Data Analytics with example	10	(5:2:4)
5	a What is Buyer a & Seller perspectives in Digital Marketing?	03	(1:3:5)
	b Explain the important aspect to keep in mind for Content writing?	07	(4:3:5)
	c Summarize about Price & different types of pricing strategies?	10	(5:3:5)
6	a Write about Consumer browsing behavior model?	03	(1:4:5)
	b What are the elements of social media & mention its strategies?	07	(4:4:5)
	c Explain CRM & building blocks of CRM.	10	(5:4:5)
7	a What is the difference between Traditional & social media?	03	(1:5:5)
	b Prioritize the Rules of Consumer engagements on social media.	07	(4:5:5)
	c Write about Display Advertising and its types in detail?	10	(5:5:5)

Case Study (Compulsory)

8 Mr. Sharan is a marketing manager for an INDIAN based FMCG company serving women customers and operating in southern part of the country. Is planning to implement digital marketing strategy to enhance their online presence.

Suggest Mr. Sharan types of online targeting methods which suffice company's marketing objectives and improve online presence.

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|-----------|--|-----------|----------------|
| a. | Should the Company go for Digital marketing or not? | 10 | (1:4:5) |
| b. | What digital STP strategies you will suggest to Mr. Sharan for this Company? | 10 | (1:4:5) |
