B3.E1-R5 : DIGITAL MARKETING

NOTE :
1. **Answer question 1 and any FOUR from questions 2 to 7.**
2. **Parts of the same question should be answered together and in the same sequence.**

Total Time : 3 Hours   **Total Marks : 100**

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1. (a) How significantly the term CRM differ from e-CRM related to marketing ?

(b) How the 4P's can transform the Digital marketing ? Explain.

(c) What is the video marketing ? How it is effective for small businesses ?

(d) List out the different types digital advertising that are required for business promotions.

(e) How the SEO is found impactful in digital marketing ? Discuss its objectives

(f) *"Email Marketing is considered to be the practice for small scale business".* Justify the above statement.

(g) What is the basic difference between in the referral marketing and the affiliate marketing ?

[7x4]

2. (a) What is the digital touch point ? How can we create a digital touch-point strategy that excites customers for any online stores ?

(b) How could you leverage social media in order to promote your brand and increase consumer engagement ?

[10+8]

3. (a) Suppose you started a new business of "Home Goods Outlet". For this you decided to take the help of digital marketing and advertisements. What are the key factors that you will consider as Do's and Don't for this marketing ?

(b) How the Gamification is found as a useful tool in digital marketing ? Elaborate its use in the digital marketing. What are the core requirements to gamify business ?

[10+8]

4. (a) Email Marketing is found useful in many businesses. Despite of its use in many successful businesses, there are some limitations. List out some of the common disadvantages of the Email marketing those results in negative marketing.

(b) Suppose in the form of e-business, you had started an online shopping platform for the products. How the security concerns of the customers is maintained in this online business ? Present the detailed requirements.

[9+9]

5. (a) What are the email etiquettes ? How it is useful in proper business communications ? What are the different types of emails that can be used in digital marketing ?

(b) What is UTM ? How the UTM parameters are created and used to track the success of social media ?

[10+8]

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6. (a) Differentiate between :
   (i) Hypertext and Plain text
   (ii) HRM and HRD
   (iii) Search Engine Marketing and Social Media Marketing
   (b) What is the Keller's Brand Equity Pyramid ? Discuss how you can use it to strengthen the brand.

[9+9]

7. (a) How public relations could help in developing good reputation for an organization ?
   (b) Write a short note about CRM integration with existing system for digital marketing.

[9+9]

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