PRN:		Course Code :	MBCMKT305R

Third Year **BBA** End Semester Examination Winter 2023

Digital Marketing

Day and Date: Friday, 15/12/2023 Max Marks: **100**

Time : 10-30 am to 1-30 PM Duration: **03** hrs

Instructions: All questions are compulsory.

			Marks	Bloom's Level	CO
Q.1		**Attempt the following**			
	a)	Compare and contrast the effectiveness of Digital marketing and Traditional marketing strategies for a small local business looking to increase its customer base. Explain key advantages and disadvantages of each approach with recommendation to combine them to achieve best results	08	4	CO1
	b)	Perform SWOT analysis for a mid-sized e-commerce business intending to enhance its digital marketing efforts. Identify the business's strengths, weaknesses, opportunities and threats in the digital marketing landscape. Based on this analysis, propose a strategic plan	08	2	CO1
		OR			
	b)	Discuss an understanding of digital marketing concepts with the benefits of it in today's internet era	08	2	CO1
Q.2		**Attempt the following**			
	a)	Demonstrate the fundamental elements of e-mail marketing with its best practices that business should consider when starting a campaign	08	3	CO2
	b)	Define the role of Social media marketing play in building brand awareness, and what are some effective strategies for businesses to engage and grow their audience on social platforms	08	1	CO2
		OR			
	b)	List out the key strategies for optimizing website content to improve its search engine ranking explain how can businesses effectively conduct keyword research for SEO to enhance their online visibility and target the right audience	08	1	CO2
Q.3		**Attempt any two from the following**			
	a)	Implement for a business to develop a successful content marketing strategy to not only attract target audience but also to establish credibility and foster long-term customer relationship using various strategies	08	3	CO3
	b)	Organize some common challenges that business face in content marketing, and explain strategies that can be employed to overcome these obstacles and ensure a more effective content marketing campaign	08	4	CO3
	c)	Relate the different types of blog posts that can contribute to a well-rounded blogging strategy, and how can bloggers determine which type is most suitable for their content and audience	08	4	CO3

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Q.4	**Attempt any two from the following**				
	a)	Define the main types of SEO – namely, on-page SEO and off-page SEO- and how businesses can leverage both to enhance their online presence	08	1	CO4
	b)	Demonstrate SEM (Search Engine Marketing) utilize web analytics in the process of keyword selection, and explain the key factors that business should consider when choosing keywords for their paid search campaigns	08	3	CO4
	c)	Describe various types of keywords used in SEO , including short-tail and long-tail keywords, and explain how businesses can strategically incorporate them into their content for better search engine visibility	08	2	CO4
Q.5	**Attempt any Two of the following**				
	a)	Appraise some fundamental digital marketing strategies that businesses can employ to enhance their online presence, engage with their target audience, and ultimately achieve their marketing goals in the digital landscape	09	5	CO5
	b)	Examine any business to go about creating a comprehensive digital marketing plan, outlining key components and strategies, to effectively promote their products or services in the digital era	09	4	CO5
	c)	Design some prominent digital marketing models, and how do businesses decide which model aligns best with their objectives and target audience when devising their digital marketing strategies	09	6	CO5
Q.6	**Attempt any Two of the following**				
	a)	Explain GDPR framework for the organization to ensure compliance and safeguard the privacy of individuals data in their digital marketing practices	09	2	CO6
	b)	Design a plan for – As the holiday season approaches, marketers change their strategies to not only captivate but convert audience. The festive buzz offers unique opportunity to engage customers for brand loyalty. But the question remains- in a world with changing marketing noise, how will you design a plan to stand out during the festive extravaganza? The festive season is more than just a time for celebration; it's a golden opportunity for businesses to capitalize on heightened customer engagement. In the dynamic landscape of marketing, staying ahead of the curve is the key, especially during festive seasons. Design any 5 marketing tactics that not only work but can set your brand apart during the festive hustle.	09	6	CO6
	c)	Demonstrate legal and ethical considerations businesses should prioritize in their digital marketing practices to ensure compliance, build trust with consumers, and maintain a positive online reputation	09	3	CO6

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