

Your Roll No.....

Serial No. of Q. Paper	: 8236
Unique Paper Code	: 61017942
Name of the Paper	: Digital Marketing
Name of the Course	: Bachelor of Management Studies
Semester	: VI
Duration	: 3 Hours
Maximum Marks	: 75 Marks

Instructions to candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **FIVE** questions in all. All questions carry equal marks

1. "Onlineriders.com" is an Indian company that provides an online travel experience. The company has tied up with a bike manufacturer to lift sales for its touring range of motorbikes and create audience-engaging content.
 - a) Suggest and explain a social media strategy to engage consumers and increase the conversion ratio through targeted ads. (8)
 - b) Explain the 4Ps in this context that a company can implement to achieve their goal. (7)
2. a) "Betarooms" an online travel company, noted steady traffic growth from smartphones and tablets to its desktop site, but conversion rates on these devices were poor. The company decided to launch a multi-screen strategy and built a new site using responsive web design. As a digital marketing manager, suggest SEO techniques to improve the conversion rate. (8)
 - b) In an ever-changing business environment, using paid search unassisted or relying totally on the power of SEO will never fulfill the total potential of a brand's online performance. Explain the relevance of using SEO techniques. (7)
3. a) "Dumble.com," a FMCG online company, is planning to start business in a new domain. The original site attracts over 1 million unique visitors and 100 million page views per month. Suggest ways of selecting a host company and web designer. Also align your explanation with 3i principles. (8)
 - b) Explain the marketing campaign goals that the company will need to pursue. (7)
4. a) Explain the meaning of 'SERP' with examples. How are organic listings different from paid listings? (8)
 - b) Explain the four stages of pay-per-click that an organization will implement for financial transactions. (7)
5. a) Explain the 'SMART Criteria' for selecting a digital strategy in marketing. (8)
 - b) A famous brick and mortar retail store is planning to go the 'digital way' to increase market share. Explain the key issues that the company will have to consider for this. (7)
6. Explain the following (Choose any TWO) (7.5x2=15)
 - a) Data Mining
 - b) Mobile Marketing
 - c) Email Marketing