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# COER University

## END SEMESTER EXAMINATION, EVEN SEM 2022-23

Time : 3 hours

Program Name : MBA

Course Name : Digital Marketing Analytics

Total Marks : 100

Semester : IV

Course Code : SOC646

Note: All questions are compulsory. No student is allowed to leave the examination hall before the completion of the time.

Q. No 1	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	Explain the concept of digital marketing.	CO 1	2
(b)	List the environmental factors influencing digital marketing.	CO 1	2
(c)	State the challenges facing digital marketers.	CO 1	1
(d)	Explain the scope, importance and advantages of Digital Marketing.		
(e)	Identify some trends driving the shift from traditional marketing to digital marketing practices.	CO 1	4

Q. No 2	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	Explain the concept of E-commerce and its importance in the modern business world.	CO 2	2
(b)	Compare the advantages and disadvantages of E-commerce over traditional commerce.	CO 2	2
(c)	Illustrate the different strategies for customer relationship management in the virtual world.	CO 2	4
(d)	Briefly explain the behavior of online consumer.	CO 2	2
(e)	What are the Factors which Affects Consumer Behavior in digital marketing?	CO 2	2

Q. No 3	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	Categorize the different types of digital marketing channels and their respective benefits and limitations.	CO 3	6
(b)	Explain the different strategies in Mobile Marketing.	CO 3	2
(c)	Explain the different types of search engine optimization strategies and their impact on search rankings.	CO 3	2
(d)	In which situation you will choose a Digital Marketing Channel?	CO 3	4
(e)	Discuss with digital marketing efforts be integrated with offline marketing efforts for maximum impact?	CO 3	2

Q. No 4	Attempt Any Two Parts. Each Question Carries 10 Marks.	CO	BL
(a)	What do you mean by online reputation management? Explain its scope and Importance.	CO 4	2
(b)	Analyze the key challenges that organizations face when implementing digital transformation.	CO 4	4
(c)	Explain digital marketing add value to a business's overall strategy?	CO 4	2

Q. No 5	Attempt Any Two Parts. Each Question Carries 10 Marks.	CO	BL
(a)	Explain your opinion on the role of understanding trends in digital marketing for businesses?	CO 5	2
(b)	What are the Security and Privatization Issues with Digital Marketing?	CO 5	2
(c)	Compare the use of video marketing and image-based marketing for social media.	CO 5	2

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