

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2015-17) (Mktg.)
Sixth Trimester Examination April 2017

Subject	Digital Marketing		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	15.04.2017

Question No 1 is compulsory

Answer ANY 4 Question from Q2 to Q7

Q1 "Many practitioners and academics debate whether the internet is just another

channel or communication tool or whether it has actually transformed marketing

concepts and practices forever"- Discuss. What are internal benefits and problems?

Q2 Discuss in detail 10 C's of Internet Markets. Why customer is in the centre?

Q3 what are the fundamental of Designing? How a good design is made into a reality?

Q4 Why a digital marketing company tries to be on top 3 positions?

Q5 Briefly enumerate Telecom summary and a digital revolution in India

Q6 What are different provisions related to Information Technology Act 2000?

Q7 Write short Notes on ANY 3 of the following

- a. Cash Rich Poor Time
- b. Approval and proofing
- c. Organic research result
- d. On-Page & Off-Page Factor