Subject	Digital Marketing		
Roll No.		**Marks**	**60 Marks**
Total No. of Questions	7	**Duration**	3 Hours
Total No. of printed pages	2	**Date**	27.10.2017

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

Monginis – a renowned name in Indian cake and bakery chain business, began its journey in 1956 with one shop in Fort, Mumbai and grew to over one thousand locations throughout India. Whether it is for a birthday, anniversary, wedding, or just an evening at home, Monginis has the perfect custom-made, personalized cake for every occasions with a variety of flavors. To ensure the maximum reach of its brand & products, company offers franchises to budding entrepreneurs & distributors. Its products are available across 10,00,000 outlets nationally with a sizeable presence in Mall, Super markets and on Rail-way stations.

However, with a changing trend and increase competition, company has realized the importance of online presence as well, along with physical presence. Therefore it is now planning to provide its products through online platforms, so that customers can order it from anywhere with just a few clicks.

You as a Marketing consultant are required to:
   a) Suggest, whether they should update their website or should go for launching an App? Why? **(5 Marks)**
   b) Make a detailed online marketing plan, including SEO, SEM, SMM, Email Marketing, Mobile marketing etc. to ensure greater sales. **(15 Marks)**

Attempt Any FOUR from the Remaining SIX Questions

Q2) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*

   a) *Digital Marketing is one of the major contributors in shifting the balance of Power from 'Firms' to 'Consumers'* Do you agree? Support your answer with suitable examples
   b) Ms. Sneha has recently started a business of designer clothes for kids in the age group of 5 to 12 years and she wants to market these products using social media marketing. Explain various steps she needs to follow for the same?
   c) Explain the types of Ads in YouTube as an Social Media Marketing platform.

Q3) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*

   a) What is SEO? How a marketer can ensure to stay up to date on SEO?
   b) Mention various E-Shopping issues faced by customers. As a marketing manager, what steps will you take reduce such issues?
   c) Explain in brief various Keyword Match Types with suitable examples

Q4) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*

   a) ABC Institute wants to promote its MBA course through Email Marketing. You as a marketing consultant are required to design an effective Email, including details such as Subject Line, Email Contents & Design, and Call To Action.
   b) How Digital Media helps in improving customer experience? Explain with suitable examples
   c) What is SEM? How SEM auction works?

Q5) *Any two from (a) or (b) or (c) ————————— (5x2) = 10 Marks*

a) Explain with suitable examples, the role of Digital Media in Consumer Decision Making Process.
b) Important things to be considered for making Website effective?
c) Explain in brief the concept of Paid, Owned & Earned Media with suitable examples.

Q6) *Any two from (a) or (b) or (c) ————————— (5x2) = 10 Marks*

a) State various ways in which Tweeter can be used for marketing purpose, with suitable examples
b) Which factors needs to be considered while selecting 'Keyword' for SEM campaign??
c) Define E-commerce. Explain in brief benefits of E-Commerce to Customers & Marketers.

Q7) *Any two from (a) or (b) or (c) ————————— (5x2) = 10 Marks*
Distinguish Between:
a) Digital Marketing Vs. Traditional Marketing
b) SEO Vs. SEM
c) Behavioral Targeting Vs. Contextual Targeting