

PART - A Answer ONE Question from each UNIT (5 x 12 = 60 Marks)

All Questions Carry Equal Marks

PART - B Compulsory (1 x 10 = 10 Marks)

PART –A

UNIT-I		Marks	CO	BL
1.a)	Explain the components of digital marketing with neat diagram and its strategies.	6M	CO1	BL2
b)	Identify the need of digital marketing.	6M	CO1	BL3
OR				
2.a)	Discuss stages in crafting digital marketing strategy? Explain.	6M	CO1	BL2
b)	What are digital marketing trends? Explain.	6M	CO1	BL2

UNIT-II		Marks	CO	BL
3.a)	Outline and explain audio, video and interactive marketing.	6M	CO2	BL2
b)	What is Website Marketing? Discuss the importance of Website Marketing?.	6M	CO2	BL1
OR				
4.a)	Explain ways to attract and retain customers by using social media.	6M	CO3	BL2
b)	What do you mean by market segmentation and explain its significance in Digital era?	6M	CO3	BL1

UNIT-III		Marks	CO	BL
5.a)	What is executive summary in Digital Marketing Plan? Explain in brief.	6M	CO4	BL2
b)	How situational analysis is done in drafting digital marketing plan? Analyse.	6M	CO4	BL4
OR				
6.a)	Explain the need of digital marketing plan.	6M	CO4	BL2
b)	Illustrate the action plan and budget of a digital marketing plan.	6M	CO4	BL2

UNIT-IV		Marks	CO	BL
7.a)	Explain search advertising and how it is different from display advertising.	6M	CO5	BL2
b)	Distinguish between SEO and SEM.	6M	CO5	BL4
OR				
8.a)	Discuss the role of keywords in Web search	6M	CO5	BL6
b)	Examine the role of HTML Tags and Inbound links.	6M	CO5	BL4

UNIT-V		Marks	CO	BL
9.a)	List and Explain the methods for analyzing social media performance.	6M	CO6	BL4
b)	Explain the role of LinkedIn in Social Networking.	6M	CO6	BL2
OR				

10.a)	What is Micro blogging with Twitter	6M	CO6	BL1
b)	How do you Analyze digital media performance? Explain.	6M	CO6	BL2

PART – B

CASE STUDY		Marks	CO	BL
11	<p>Knorr has been making cooking easy since 1838. Its ready-made sauces and stock pots are available in nearly 90 countries worldwide and with annual sales over \$3 billion, it is parent company Unilever's biggest-selling brand. In Poland, Knorr's best-known product is Bulionetka, a stock used in soups and braised dishes. Even well-known brands can't stand still in the hyper-competitive FMCG category, especially when busy lifestyles mean that fewer and fewer Polish people take the time to cook at home. Knorr's new TV campaign was designed to raise awareness among women aged 25-49, but Knorr also</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. Knorr approached you to prepare a suitable and multi-channel digital marketing plan to attract the younger audience to its products. 2. Prepare a digital ad to promote Knorr products and services in social media of your choice. Justify your choice of social media. 	10M	CO2	BL4
