

- (b) Blogs by companies, not individuals
- (c) Blogs with limited individual posts, limited by character count
- (d) Blogging from mobile
- 1-d. In the email campaign, _____ delivers the advertisements into the group of targeted customers. (CO2) 1
- (a) Spoofing
- (b) Indirect email marketing
- (c) Direct email marketing
- (d) Spamming
- 1-e. _____ is the most common delivery channel in terms of mobile marketing. (CO3) 1
- (a) Graphic
- (b) Text
- (c) Voice Call
- (d) Search engine marketing
- 1-f. _____ is the correct abbreviation of CMS. (CO3) 1
- (a) Content Maintenance Site
- (b) Content Maintenance System
- (c) Content Management System
- (d) Content Marketing System
- 1-g. _____ may refer to the concept of “going paperless” or reaching a “digital business maturity”. (CO4) 1
- (a) Digital marketing
- (b) Digital Transformation
- (c) Strategic management
- (d) None of these
- 1-h. A _____ community is one where the interaction takes place over a computer network, mainly the Internet. (CO4) 1
- (a) Online
- (b) Virtual
- (c) Internet
- (d) All of the above
- 1-i. Cyber Security is _____. (CO5) 1

- (a) Cyber Security provides security against malware
- (b) Cyber Security provides security against cyber-terrorists
- (c) Cyber Security protects a system from cyber attacks
- (d) All of the mentioned

- 1-j. A _____ is a network security device that monitors and filters incoming and outgoing network traffic based on an organization's previously established security policies. (CO5) 1
- (a) Router
 - (b) Firewall
 - (c) Modem
 - (d) None of these

2. Attempt all parts:-

- 2.a. Discuss Social Media Marketing. (CO1) 2
- 2.b. Explain Sponsored Ads. (CO2) 2
- 2.c. Discuss what are Keywords in Content marketing. (CO3) 2
- 2.d. Explain what is marketing ROI. (CO4) 2
- 2.e. Define Web 2.0. (CO5) 2

SECTION B

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3. Answer any five of the following:-

- 3-a. Write short notes on: i) Native Advertising ii) Dedicated sites (CO1) 6
- 3-b. Enlist the different types of Digital Customers. (CO1) 6
- 3-c. Explain the process of Content planning and writing. (CO2) 6
- 3-d. Discuss the ways in which Facebook can be used for marketing. (CO2) 6
- 3.e. If you had to choose between SMS marketing and Email marketing for your business. Which would you choose and why? (CO3) 6
- 3.f. Discuss what is ORM and its relevance in digital business. (CO4) 6
- 3.g. State the main measures adopted for Data Security. (CO5) 6

SECTION C

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4. Answer any one of the following:-

- 4-a. Discuss the concept and relevance of Videos and stories in Online marketing. (CO1) 10
- 4-b. Explain the following in detail: a) Marketing Automation b) Viral marketing c) Buy buttons (CO1) 10

5. Answer any one of the following:-

- 5-a. Company A and B are e-commerce based competitors. Both want to increase traffic to their website to increase sales. Company A sets up its presence on Youtube, LinkedIn, Elance and blog whereas Company B sets up its presence on Youtube, Facebook, Twitter and LinkedIn. Which company, do you think, will generate more referral traffic and sales? (CO2) 10
- 5-b. Explain the usage, advantages and disadvantages of any two Social media platforms. (CO2) 10

6. Answer any one of the following:-

- 6-a. Marketing Gamification has made marketing more interesting and fun. Support this statement by stating the benefits of Gamification and appropriate examples. (CO3) 10
- 6-b. List down the types of Mobile marketing content available for Digital marketing. (CO3) 10

7. Answer any one of the following:-

- 7-a. Write short notes on : a) Digital Leadership b) Online Communities (CO4) 10
- 7-b. Discuss the key techniques for Online PR. Differentiate it from traditional PR. (CO4) 10

8. Answer any one of the following:-

- 8-a. Draw a time line to show the contemporary digital revolution. (CO5) 10
- 8-b. Discuss the concept, importance and process of Co-creation. (CO5) 10