**Code No.MB305E-M1**

**METHODIST COLLEGE OF ENGINEERING & TECHNOLOGY (An Autonomous Institution)**

**M.B.A III-Semester (Regular) Examination, Feb -2023**

**Subject: DIGITAL MARKETING**

**Time: 3 hours Max.Marks:60**

**Note: Missing data, if any, maybe suitably assumed.**

**PART-A**

**Answer All the questions.**

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| **Q.No** | **Questions** | **Marks** |  |  |
| **1. a** | **Write about the role of Internet in Digital Marketing.** | **2** |  |  |
| **b** | **What do you mean by Internet marketing?** | **2** |  |  |
| **c** | **Write one difference between Facebook Marketing and LinkedIn Marketing.** | **2** |  |  |
| **d** | **Explain any two types of twitter ads campaigns.** | **2** |  |  |
| **e** | **Write in short about the importance of Search Engine Marketing** | **2** |  |  |
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**PART-B**

**Answer Any Five questions**.

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| **Q.No.** |  | **Questions** | **Marks** |  |  |
| **2.** | **a** | **Discuss the critical strengths and applications of Digital Marketing** | **5** |  |  |
| **b** | **What are the Digital Marketing trends ? Explain** | **5** |  |  |
| **3.** | **a** | **Write a brief note on YouTube Advertising?** | **5** |  |  |
| **b** | **Define Display marketing and Explain the buying model of Display Marketing** | **5** |  |  |
| **4.** | **a** | **How could you use Social Media in order to promote your brand and increase customer engagement** | **5** |  |  |
| **b** | **How can Facebook be used for Digital Marketing in efforts for any business.** | **5****P.T.O** |  |  |
| **5.** | **a** | **Why should you have Instagram in your Social Media Plan? Explain Unique features of it.**  | **5** |  |  |
| **b** | **What are the features of Mobile Marketing and how Mobile Marketing is important for any Organization?** | **5** |  |  |
| **6.** | **a** | **Write about the differences between On Page and Off Page Optimization** | **5** |  |  |
| **b** | **Write in detail about the use of the Internet and Search Engines,** | **5** |  |  |
| **7.** | **a** | **Write about the evolution of digital Marketing from the Traditional to Modern era.** | **5** |  |  |
| **b** | **What are the Opportunities and challenges in Internet marketing?** | **5** |  |  |
| **8.** | **a** | **Introduce LinkedIn Marketing and explain framing in LinkedIn Marketing** | **5** |  |  |
| **b** | **Write in detail about Mobile Advertising Analytics.** | **5** |  |  |
| **9.** | **a** | **Briefly discuss the Types of SEM models.** | **5** |  |  |
| **b** | **What isWeb Analytics? Explain with Examples.** | **5** |  |  |

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