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**EXECUTIVE MASTER OF BUSINESS  
ADMINISTRATION (EXMBA)**

**Term-End Examination  
December, 2012**

**MCTE-078 : DIGITAL MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer any five questions. All questions carry equal marks.*

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1. Trace the origins and sharp dramatic growth of Digital Marketing use and illustrate suitable examples.
2. Explain with examples the benefits of Digital Marketing.
3. Given an opportunity, Elaborate how you would segment, Target and Position Digital Space.
4. Explain with examples the difference between conventional and Digital Marketing.
5. Explain how online publishing has Changed the opportunities compared to traditional expensive advertising and media broadcast.

6. Explain the advantages and disadvantages in use of E-mails as a marketing tool.
  
  7. Write Short notes on the Following Social Media Marketing tools.
    - (a) Face book
    - (b) Twitter
  
  8. Discuss with examples as to how mobile device can be leveraged as a marketing tool for products and services.
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