

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

Term-End Examination

December, 2013

MCTE-078 : DIGITAL MARKETING

Time : 3 hours

Maximum Marks : 100

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

1. "The various short comings of conventional marketing can be overcome by Digital Marketing". Comment on the statement with examples. 20
2. Trace the evolution of digital marketing with examples from different product categories. 20
3. Enumerate the benefits of digital marketing for consumers and marketers with examples. 20
4. What are the various psychological, social and technological resistances to the even faster growth of digital marketing ? Provide your opinions to about the ways to overcome these resistances. 20
5. Elaborate the bases of segmentation for digital marketing. How do they differ from segmentation bases in conventional marketing ? 20

6. Explain the process of buying decision making with examples from at least two product categories. 20
7. What do you mean by "Search Engine Optimization" ? What are the various tools associated with it ? Explain. 20
8. Write notes on **any two** of the following : 20
- (a) Viral marketing
 - (b) Digitally active person
 - (c) Computing returns and efficiency
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