

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

**Term-End Examination**

**June, 2012**

**MCTE-078 : DIGITAL MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. While commenting on the shortcomings of the conventional marketing, discuss the opportunities and challenges offered by the digital marketing in the globalised world of today. Illustrate with examples.
  
2. "It is not necessary to understand all of the technologies of the internet to be an effective digital marketer". Do you agree with the statement ? Critically examine the statement giving reasons for your agreement or disagreement.
  
3. Elaborate an approach to segment the market in the digital space highlighting the basis for segmentation. Illustrate with examples.

4. What is viral marketing ? How viral marketing can be used by firm's as a competitive tool ? Illustrate with suitable examples.
  5. How can understanding the consumer behaviour of a digitally active person help firms in develop a marketing strategy ? Would the purchase decision making process be different for the digitally active person ? Give reasons.
  6. Discuss the nature and scope of mobile marketing. Giving suitable examples, highlight the opportunities and challenges offered by mobile marketing.
  7. What is social media marketing ? How firm's can leverage the various social media tools to leverage an advantage over their competitors ? Illustrate with suitable examples.
  8. Write short notes on *any two* of the following :
    - (a) Pay per click advertising
    - (b) Website measurement and analysis
    - (c) Computing returns and efficiency
-