

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

Term-End Examination

June, 2013

MCTE-078 : DIGITAL MARKETING

Time : 3 hours

Maximum Marks : 100

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

1. Explain with examples the advantages of Digital Marketing and challenges in the current market situation.
2. How has the digital Marketing helped in marketing of Product and Services. Illustrate with atleast three examples.
3. What are the specific advantages in digital Marketing compared to Conventional methods ?
4. How does pay per click advertising work, elaborate on its advantages ?
5. Discuss the importance of understanding consumer buying behaviour of digital consumers and how it can impact marketing.

6. Discuss the spread of social Media Marketing with examples and how it can impact on marketing of Product and Services.
 7. Discuss the various options available on Mobile Marketing and its relevant advantages.
 8. Write short notes on *any two*.
 - (a) E-mail as a marketing tool
 - (b) Optimization of Search Engine
 - (c) Viral Marketing
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