

- (v) Identify the form of marketing communications that uses the internet for the purpose of advertising-delivering marketing messages to increase website traffic (i.e. click-through) and encourage product trial, purchase, and repeat purchase activity (i.e. conversion)
- a) Internet marketing
 - b) Search marketing
 - c) Email marketing
 - d) Mobile marketing
- (vi) Web 2.0 used more participatory technologies, (e.g. social channels and online communities), rather than just information or transactional channels. Identify the focus of this social web:
- a) Marketer
 - b) User
 - c) System
 - d) Web platform
- (vii) Generalize from the following that a website's front - or home page should include:
- a) A lengthy description of the organization
 - b) Logos depicting awards the site's designers have received
 - c) Links to other websites
 - d) None of these
- (viii) Select among the following the 4 elements that distinguish mobile marketing from traditional mass marketing are: scope of audience, type and format of messages, _____, and response tracking:
- a) Location-based targeting
 - b) Wide coverage
 - c) Mass distribution
 - d) Interest group setting
- (ix) Conclude from the following that search engines offers a list of the top 50 most searched keywords:
- a) AOL
 - b) Yahoo
 - c) Google
 - d) Lycos
- (x) This operates algorithmically or using a mixture of algorithmic and human input to collect, index, store and retrieve information on the web (e.g. web pages, images, information and other types of files). It makes the information available to users in a manageable and meaningful way in response to a search query. Identify the correct option from the following:
- a) Banner ads
 - b) Pop-up ads
 - c) A search engine
 - d) Apps
- (xi) Choose which one of the following will be the direct online revenue contribution:
- a) A beverages brand
 - b) An online grocery retailer
 - c) A car manufacturer
 - d) A portal
- (xii) Using a digital channel to offer new product variants or extended products is an example of:
- a) Product development
 - b) Market penetration
 - c) Diversification
 - d) Market development
- (xiii) Identify the following that for an existing organization, typical stages of e-commerce development are:
- a) Transactions, image and product information, information collection, customer support
 - b) Information collection, image and product information, customer support, transactions
 - c) Image and product information, customer support, transactions, information collection
 - d) None of these

(xiv) Analyze from the following that if Eric sells fruit and veg online and is using SEO to improve where he ranks in search engine results. He's researched what people search for to get to his website, and he's created content to match it. Eric's SEO work doesn't stop there though. He's been talking to some friends and they've all offered him advice about how he should keep up with SEO over time. Which advice should he not take?

- a) contract an agency offering top organic search positions
- b) don't change your keywords as it confuses search engines
- c) stay up to date with search engines changes
- d) both a and b

(xv) Choose from the following that the main focus of the BBC website is in which category:

- a) Social network
- b) Brand-building
- c) Relationship-building
- d) Media or publisher

Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. Define the concept of Mobile marketing policy. (3)
- 3. Discuss how can you categorize the digital marketing. (3)
- 4. Explain the Twitter marketing analytics. (3)
- 5. Analyze how CTR help in improving the quality score. (3)
- 6. Appraise the concept of marketing mix in digital marketing. (3)

OR

Summarize various strategic flows of online marketing activities. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

- 7. Describe in detail the types of Twitter hashtags. (5)
- 8. Describe about the concept of mobile technology and reach along with the diagram. (5)
- 9. Analyze the concept of Search Engine Optimization. (5)
- 10. Explain the best practices of email marketing that should be followed for effective email marketing. (5)
- 11. Recommend that how can a digital marketer segment the market for B2B market. (5)
- 12. As a marketing manager, what all things/factors will you consider while designing a commercial website? Summarize. (5)

OR

Construct the types of web presences. (5)
