

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Fifth Trimester MBA Degree Regular and Supplementary Examination December 2020

Course Code: MKT-T5-12**Course Name: DIGITAL AND SOCIAL MEDIA MARKETING**

Max. Marks: 60

Duration: 3 Hours

PART A*Answer all questions. Each question carries 2 marks*

- 1 Briefly explain the characteristics of digital customer.
- 2 Give a brief note on marketing gamification.
- 3 Explain the importance of blogging in business.
- 4 Explain A/B testing.
- 5 State any two online advertising methods.

(5x2 marks = 10 marks)

PART B*Answer any 3 questions. Each question carries 10 marks*

- 6 Explain how marketing has changed in the digital era. (10)
- 7 Discuss the various online product strategies with suitable examples. (10)
- 8 Explain the process of engagement marketing through content management, (10)
give suitable examples.
- 9 "Social media is an indispensable tool in company's overall marketing (10)
communications." Elaborate with suitable examples
- 10 Explain the tools used by Web 2.0 for developing customer relationship (10)
management.

(3x10 marks = 30 marks)

PART C*Compulsory question, the question carries 20 marks*

- 11 (a) Develop a digital marketing plan for the introduction of a new model of mobile (10)
phone with latest features.
- (b) Explain the methods needed to come on top in search engine marketing and (10)
search engine optimisation for a services company of your choice.

(20 marks)
