Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2019

Course: Digital Marketing Semester: VI Program: B.Tech (CSE- IBM- ECRA) Time 03 hrs.

Course Code: CSIB 283 Max. Marks: 100

Instructions: All questions are compulsory

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SECTION A			
S. No.		Marks	
Q 1	"We are transferring to Digital Marketing". Justify this statement in contrast with the Traditional Marketing.	4	CO1
Q2	What are different online marketing tools available in the aspect of digital marketing?	4	CO2, CO1
Q3	Discuss the design and framework of the gamification?	4	CO5
Q4	Suppose you want to develop a new product, what should be the different phases in developing this new product?	4	CO3
Q5	Describe in detail the success and failure factors of e-marketing?	4	CO4
	SECTION B		
Q 6	"Web business model is important for marketing" Justify this statement and discuss all the models with proper examples.	8	CO4
Q7	How online communication and co-relation directly related to digital marketing? Explain the business and marketing strategies of Facebook.	8	CO2
Q8	Write a short notes on the following: i STP model iii. Gamification concepts iii. Online campaign management iv. Need for social media analysis	8	CO1
Q9	How online branding put the impact on Digital marketing? Discuss the advantage of Online branding.	8	CO3
Q10	Define Customer Relationship Management. What are the different goal and building blocks of CRM? OR	8 or	CO5, CO1
	Discuss the terms 1. Internet vs. Intranet 2. authentication vs authorization 3. Integrity vs Confidentiality 4. Private key vs Public Key	(2*4)	COI

	SECTION-C		
Q11	How SWOT analysis is important for the digital marketing? Suppose you want to start new business of online-food-delivery system, discuss all the aspects with the help of SWOT analysis.	20	CO5
Q12	Taking into consideration the following scenario, discuss all the vertical and horizontal digital marketing strategies. Also, compare the present scenario with the traditional marketing. Scenario: "In order to promote a political party in Lok Sabha election 2019 and motivate the people to vote for it."OR Discuss the following term with the help of example and scenario i. Consumer Behaviour ii. Marketing management iii. Retail Planning iv. Secure socket layer v. Search engine optimization	20 or (4*5)	CO5, CO3, CO4

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	SECTION A		
S. No.		Marks	
Q 1	Explain the social factors affecting consumer behavior with appropriate examples.	4	CO2
Q2	What is the essence of social media marketing? Elaborate with some examples.	4	CO4
Q3	Compare and contrast between online marketing and E-marketing with suitable examples.	4	CO1
Q4	Comment on how online communities are affecting the society? Name some social networks.	4	CO5
Q5	Describe different electronics payment process.	4	CO3
	SECTION B		
Q 6	"The 5 p's concepts are considered as decision employed in the digital marketing" Justify the statements with examples.	8	CO1
Q7	Explain the different security issues in electronics payment process and architecture of secure electronic payment system.	8	CO2
Q8	Design and discuss the framework for developing and managing a campaign. Also, discuss some online marketing tools.	8	CO4
Q9	"Gamification is the future of digital marketing" Justify your answer and design the framework of the gamification.	8	CO5
Q10	"Primary marketing mix is important for digital marketing" Justify the statement and explain the 7'ps of Marketing mix OR Discuss the following terms: a) Buying behavior of consumer b) Online advertising c) Online consumer d) Online marketing tool	8 or (2*4)	CO1, CO3

	SECTION-C		
Q11	How SWOT analysis is important for the digital marketing? Suppose you want to start new business of <i>an automobile industry</i> , discuss all the aspect with the help of SWOT analysis and name the drawbacks of SWOT analysis	20	CO5
Q12	"E-commerce plays an important role in online marketing" Justify the statement with example and discuss the success factors, technology and electronic payment methods used in digital marketing.		CO5,
	Discuss the following term with the help of example and social scenario i. Marketing plan steps ii. Models for social media interaction iii. Success and failure factors of e-marketing iv. Marketing campaign management process	20 or (5*4)	CO2, CO3, CO4