

Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2019

Course: Digital Marketing Program: B.Tech (CSE- IBM- ECRA) Course Code: CSIB 283	Semester: VI Time 03 hrs. Max. Marks: 100
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Instructions: All questions are compulsory

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	“ <i>Gamification is the future of digital marketing</i> ” Justify your answer and design the framework of the <i>gamification</i> .	8	CO5				
Q10	<p>“<i>Primary marketing mix is important for digital marketing</i>” Justify the statement and explain the 7’ps of Marketing mix</p> <p style="text-align: center;">---OR---</p> <p>Discuss the following terms:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">a) Buying behavior of consumer</td> <td style="width: 50%;">c) Online consumer</td> </tr> <tr> <td>b) Online advertising</td> <td>d) Online marketing tool</td> </tr> </table>	a) Buying behavior of consumer	c) Online consumer	b) Online advertising	d) Online marketing tool	8 or (2*4)	CO1, CO3
a) Buying behavior of consumer	c) Online consumer						
b) Online advertising	d) Online marketing tool						

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	<p><i>“E-commerce plays an important role in online marketing”</i> Justify the statement with example and discuss the success factors, technology and electronic payment methods used in digital marketing.</p> <p style="text-align: center;">---OR---</p> <p>Discuss the following term with the help of example and social scenario</p> <ol style="list-style-type: none">i. Marketing plan stepsii. Models for social media interactioniii. Success and failure factors of e-marketingiv. Marketing campaign management process	20 or (5*4)	CO5, CO2, CO3, CO4