

<b>Name:</b>	
<b>Enrolment No:</b>	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, December 2018**

**Course:** UNDERSTANDING DIGITAL MARKETING (MKTG-2006)      **Semester:** III  
**Programme:** BBA- DIGITAL MARKETING      **Time:** 03 HRS.

**Max. Marks:** 100

**Instructions:** This question paper consists of four sections viz. A, B, C and D respectively. Section A & D is compulsory. Attempt **any four** questions from section B and **any three** questions from section C. **Be precise in answering the questions and adhere to the time limit.**

**SECTION A (2\*10=20MARKS)**

S. No.	WHAT DOES THE FOLLOWING STANDS FOR	Marks	CO
Q 1	GPRS	2	1
Q2	SEO	2	1
Q3	CPM	2	1
Q4	CPL	2	1
Q5	USSD	2	1
Q6	IVR	2	1
Q7	POEM	2	1
Q8	RSS	2	1
Q9	URL	2	1
Q10	CRBT	2	1

**SECTION B (5\*4=20MARKS)**

S.No.	ANSWER THE FOLLOWING QUESTIONS BRIEFLY	Marks	CO
Q1	Differentiate between traditional and digital marketing.	5	1
Q2.	What are various skills required in digital marketing?	5	2
Q3	Do you think social media plays an eminent role in e-commerce reputation? Explain with suitable examples.	5	2
Q4	Differentiate between WEB 1.0, WEB 2.0 and Web 3.0	5	1
Q5	Throw some light on the advantages of mobile advertising.	5	2

**SECTION-C (10\*3=30MARKS)**

S.No.	ANSWER THE FOLLOWING QUESTIONS IN DETAIL	Marks	CO
Q1	Analyze the mobile campaign development process in detail with suitable illustrations from e-commerce industry.	10	3

Q2	Analyze the various tracking parameters of initial and final conversion of a mobile marketing campaign. How they are helpful in monitoring the progress of the campaign?	10	3 & 4
Q3	The CPM and CPC rates for a publisher are Rs. 175 and Rs. 25 respectively. The average CTR of display ads is 0.8 percent. Which method i.e. CPC or CPM should the company purchase and why?	10	2 & 3
<b>SECTION-D (15*2=30MARKS)</b>			
S.No.	Read the following case and the questions that follow	Marks	CO
	<p style="text-align: center;"><b>Albert Heijn: Where Off- and Online Meet Each Other</b></p> <p>Appie was voted winner of the ‘Best Mobile Application’ category in the 2010 Accenture Innovation Awards. Appie is a well-known iPhone app that helps to build customer loyalty.</p> <p>With Appie a shopper can make a shopping list, find recipes, promotions and order online. The shopping list will present the products in a way that matches the way you walk through your store. Ingredients from a recipe can be put directly on the shopping list. Products that have been bought before can be remembered and promotions can be highlighted. In the store products can be scanned to add them or remove them from the list. Consumers can also share their shopping list with other people. When they put a product on the list, others can see this as well. Therefore, households can avoid buying the product twice. In addition, they can twitter and place messages on Facebook walls; what do they like or dislike.</p> <p>A link with Albert.nl, Albert Heijn’s home delivery service has also been created recently. The customer can choose to pick up their order or have it delivered. The payment process had to be safely organised before this functionality could be added. The supermarket chain, later than Tesco, also started to offer free Wifi in their stores, the reason for this experiment being that in a number of Albert Heijn stores there is no mobile internet available. To be able to use the mobile shopping aid, Appie, connection to the internet is necessary.</p>		
Q1	Explore in what sequence Albert Heijn extended the functionality of its mobile app. Argue why they have chosen this path.	15	2 & 3
Q2	In your opinion, what is the role of such a mobile application within the integrated social media strategy of Albert Heijn or a comparable supermarket?	15	3 & 4