

Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, December 2020

Course: Digital Marketing
Program: B. Tech. (CSE+ECRA)
Course Code: CSER 3009

Semester: V
Time 03 hrs.
Max. Marks: 100

SECTION A

1. Each Question will carry 5 Marks
2. Instruction: Answer the question in points only.

S. No.	Question	CO
Q 1	Write down only the key steps of “Digital marketing”. (Only in points)	CO1
Q2	Discuss the different phases in developing a new product.(Only in the points)	CO2
Q3	Define the key steps of Customer Engagement Framework. (Only in the points)	CO3
Q4	Specify the types of Facebook advertising. (Only in the points)	CO4
Q5	What are the role of CRM in Business Strategies? (Only in the points)	CO2
Q6	What are the benefits of “Digital marketing” over traditional marketing. (Only in the points)	CO1

SECTION B

1. Each question will carry 10 marks
2. Instruction: Write short / brief notes

Q 7	How online branding put the impact on Digital marketing? Discuss the advantage of Online branding.	CO3
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Q 8	“Gamification is the future of digital marketing” Justify your answer and design the framework of the gamification.	CO4
Q 9	Design and discuss the framework for developing and managing a campaign also discuss some online marketing tools.	CO3
Q 10	How the Campaign Management put the impact on the business. Discuss the Campaign Management in the Virtual World with example.	CO1
Q 11	Discussed the phases and models for social media marketing/interaction. --OR-- Discussed the different Consumer Segmentation method in brief with example.	CO2
Section C		
<p>1. Each Question carries 20 Marks.</p> <p>2. Instruction: Write long answer.</p>		
Q12	<p>How SWOT analysis is important for the digital marketing? Suppose you want 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.</p> <p style="text-align: center;">--OR--</p> <p>Case Study: Mumbai Indian (MI) – IPL Team’s Digital Marketing Strategy. Not even the IPL team could stay far away from the digital world. Mumbai Indian (MI) is the franchise representing Mumbai in the Indian Premier League (IPL), a Twenty20 cricket tournament whose co-owner is one of the Business man family – Neeta Ambani. MI team has the most engagement with their fans and followers due to its digital marketing strategies. During the initial days, MI showed keen interest to gain followers over the internet and worked on various objective like how to increase brand awareness of MI irrespective of Neeta Ambani, how to stay tuned and connected with the fans and how to keep them updated with latest news & updates. Add your views in term of engagement, campaign (Innovative idea are most considerable for digital marketing).</p>	CO5