

[Time: 03.00 Hrs]

[Marks:75]

Please check whether you have got the right question paper.

N.B:

1. Q.1 is compulsory and carries 20 Marks.
2. Q. 8 is compulsory and carries 15 Marks.
3. Attempt any four questions from Q.2, Q.3, Q.4, Q.5, Q6 and Q7. Each of these questions carry 10 Marks.
4. Figures to the right indicate full marks.

Q.1 (A) Read the given case study carefully and answer the following questions: (20)

InnoTech Solutions is a well-established name in the IT industry. After a recent review of their marketing approach, the management identified a significant opportunity to boost their online sales. Despite their strong performance in the offline market, the next strategic move is to venture into the online arena. Mr. Gupta, the CEO, has tasked General Manager Mr. Rao and Marketing Head Ms. Sinha with leading this new initiative.

As an intern in Ms. Sinha's team, you were chosen for this project due to your outstanding contributions last month. Ms. Sinha has briefed you on the initiative and expects you to play an active role in both planning and executing the strategy. During a team meeting, Ms. Sinha and Mr. Rao outlined the concept, highlighting that implementation will commence shortly. All team members, including yourself, are expected to contribute ideas for both the planning and execution phases.

Although you have strong marketing skills, you observe that your colleagues possess advanced digital skills. The management has decided not to invest in extensive staff training and is focused on rapidly implementing the online expansion through digital marketing.

Questions:

- (a) Based on the case study of InnoTech Solutions, evaluate the effectiveness of the social media marketing strategy implemented for expanding online sales.
- (b) How can InnoTech Solutions ensure a successful transition to online marketing?

Q.2 Attempt any Two of the following: (10)

- (a) Describe a real-world case that illustrates the impact of digital marketing.
- (b) What are the different types of digital media used in digital marketing?
- (c) What are the current trends in customer consumption of digital media?

Q.3 Attempt any Two of the following: (10)

- (a) Explain the importance of customer interaction with digital media.
- (b) Why is SEO important for digital marketing?
- (c) How is SEO integrated with Google Analytics?

Q.4 Attempt any Two of the following: (10)

- (a) Why is SEM important in digital marketing?
- (b) What are the ways of identifying keywords for SEM & their configurations?
- (c) What are the fundamental pillars of social media marketing?

Q.5 Attempt any Two of the following: (10)

- (a) What are the steps to create an effective social media campaign on Facebook?
- (b) What are the various types of display marketing?
- (c) What are Google Display Ads?

Q.6 Attempt any Two of the following: (10)

- (a) Why is understanding pricing models important for businesses?
- (b) What factors should be considered when choosing a pricing model?
- (c) What are regulations for implementing Pricing-Models?

Q.7 Attempt any Two of the following: (10)

- (a) What are the different types of email marketing campaigns?
- (b) What is an email marketing list?
- (c) What are some effective strategies used in mobile marketing?

Q.8 Attempt any Three of the following: (15)

- (a) Mobile Marketing
- (b) e-Commerce
- (c) Social Media Marketing
- (d) Digital Marketing