

IV Semester M.B.A. Degree Examination, July 2018
(CBCS Scheme)
MANAGEMENT

Paper – 4.3.3 : Digital Marketing

Time : 3 Hours

Max. Marks : 70

Instruction : Answer all the Sections.

SECTION – A

Answer any five of the following, each question carries five marks. (5×5=25)

1. How organic search is useful for the customers ? Explain.
2. What is fulfilment options ? Explain its importance in Digital Marketing.
3. How landing pages are important in conversion analysis ? Explain.
4. Explain the building relationships with different stakeholders online.
5. What do you mean by payment gateway ? Explain the process of payment gateway.
6. Explain the need and importance of online marketing research to a company.
7. How Google Adwords are important to a company in Digital Marketing ?

SECTION – B

Answer any three of the following, each question carries ten marks. (3×10=30)

8. Distinguish between online buying behaviour vs offline buying behaviour with an example.
9. How online reputation management is important for a business ? What are the strategies used in online reputation management ?
10. Explain the trends in banking industry from brick and mortar to mobile banking.
11. How social media is helpful for Digital Marketing ? Explain.



SECTION – C

Case Study (Compulsory) :

(15x1=15)

12. World Retail Giant Raintree a multi-brand retail brand decided to enter the Indian market. As part of its global expansion strategy “Raintree” picked up e-commerce start up – ‘Flipgoods’. The intention was to exploit the huge digital market place that ‘Flipgoods’ has successfully built and sustained itself over a short period of time. From a small startup, competing with many e-commerce giants, ‘Flipgoods’ has grown to become the number-one digital market place. Good service, good quality products, quick delivery, safe packaging and competitive pricing created a lot of trust and confidence amongst Indian consumers.

Raintree intends to utilise the strengths of ‘Flipgoods’ to quickly penetrate the huge digital market place in India.

Read the caselet and answer the following questions :

- Describe, how Raintree intends to utilise ‘Flipgoods’ to market its products in India.
- How will Flipgoods retain its position as the best e-commerce brand in India ?
- In your opinion, will this decision of Raintree to pick up Flipgoods be successful in helping Raintree enter the Indian market place.