

**EXECUTIVE MASTER OF BUSINESS  
ADMINISTRATION (EXMBA)**

**Term-End Examination**

**December, 2011**

**MCTE-078 : DIGITAL MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer any five questions. All questions carry equal marks.*

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1. Explain the evolution and dramatic growth of digital marketing over the years. Illustrate with suitable examples.
2. Elaborate the advantages and challenges of digital marketing for the businesses of 21<sup>st</sup> century. Explain with examples.
3. Using an appropriate example of a digital product, suggest an approach to positioning the offering in the digital space. Elaborate your answer.
4. "For decades, the only way to spread our ideas was to buy expensive advertising or beg the media to write or broadcast about our products and services. But now our organizations have a

tremendous opportunity to publish great content online..." Critically examine the statement and discuss the opportunities available to firms to spread their messages through the word-of-mouth.

5. "Digital consumers differ significantly from their traditional predecessors." Do you agree with this statement? While giving reasons for your answer, discuss the importance of understanding the consumer buying behavior of digital consumers.
6. Define mobile marketing? Discuss the various modes in which the mobile device can be leveraged to effectively market the products and services? Explain with suitable examples.
7. Discuss the nature and scope of social media networks in the marketing efforts of the firms. Give suitable examples.
8. Write short notes on *any two* of the following :
  - (a) E-mail as a marketing tool
  - (b) Search engine optimization
  - (c) Segmenting and targeting the digital markets.