

Unique Paper Code : 22413305  
Name of the Paper : Digital Marketing  
Name of the Course : B.Com. (Hons.)-CBCS  
Semester : III  
Duration : 3hours  
Maximum Marks : 75 Marks

### **Instructions for the Candidates**

Attempt any four questions. All questions carry equal marks.

Q. 1 Mr Sahoo, a senior marketing executive with an investment bank has been asked to formulate a strategy for selling financial products to high net worth clients. Briefly explain the elements of marketing mix and suggest the appropriate marketing mix for the same.

Q. 2 What are the challenges and opportunities faced by an E-Marketers in India? Explain in the context of Amazon Prime.

Q.3 Mayank wants to purchase the latest design of Reebok shoes for himself online. Elaborate on his buying process involved. What motives would drive Mayank to make this Purchase?

Q. 4 Elaborate the concept of Internet Marketing. Critically examine the factors responsible for the growth of internet Marketing.

Q.5 Garima wants to build a website to sell her customized lady dress materials online. Suggest which process she follows for the development of her website.

Q.6 What is the role of “Social Media” in E- marketing? Comment on merits and demerits on any two social media of your choice.

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