

SEMESTER-III

COURSE- B.COM(H)

SUBJECT-DIGITAL MARKETING

SKILL ENHANCEMENT COURSE

ASSIGNMENT

1. Pick an Indian digital campaign of your choice and analyse it on the following parameters (also attach the same):
 - Discuss the campaign's objectives
 - Define the target audience of the campaign
 - Overview of the campaign's creative approach
 - How did the campaign benefit the brand
 - What would you have done differently and why?
2. Choose and explain the segmentation strategies for the following products:
 - a. Mobile Phones
 - b. Laptops
 - c. Air Conditioner
 - d. Umbrella
3. Explain the E-Marketing Mix in detail with relevant examples.
4. Vloggers are influential in their promotion of brands but it is only recently that they were instructed to flag up their sponsorship links. How are internet-based mediums changing traditional promotion approaches and what are the implications for marketers?
5. Mobile marketing is set to grow as a trend. What are the benefits of using this medium over traditional forms of media?
6. Explain the ethical and legal challenges in digital marketing in detail with relevant examples.
7. What Role Does the Internet Play in the Marketing for a brand? Explain in detail.

CLASS TEST

1. Explain the following:
 - a) The IDIC model of Customer Relationship Management (CRM)
 - b) Online vs offline consumers in detail
2. Explain the consumer buying process a customer goes through while booking a holiday package.
3. What are the ten most important things a business should keep in mind before taking their business online? Explain in detail.
4. Explain the following:
 - a) 5 most important ethical concerns for a D Marketer
 - b) Types of web traffic with examples

MULTIPLE CHOICE QUESTIONS

1. Marketing that moves away from a transaction-based effort to a and can be described as a situation or mechanism through which marketers and a customer interact usually in real-time is known as:
 - a) Digital Marketing
 - b) Interactive marketing
 - c) Direct Marketing
 - d) Electronic Marketing

Answer: b

2. An advertising model used in which advertisers pay their host only when their sponsored ad or link is clicked, is called"
 - a) Pay per click
 - b) Search Engine Optimization
 - c) Digital Asset Optimization
 - d) Contextual Advertising

Answer: a

3. _____ attempts to improve rankings for relevant keywords in search results by improving a website's structure and content.
 - a) SEM
 - b) SEO
 - c) SST

d) SFA

Answer: b

4. _____ is an element of online PR that involves regularly updated posts about company activities in a format similar to online services.
- a) Blogging
 - b) Reputation Management
 - c) Online Press Centre
 - d) Link Building

Answer: a

5. _____ kind of blog are not permanent, but are used in the run-up to, or during, an event or as part of a wider promotional strategy.
- a) Product blog
 - b) Promotional Blog
 - c) Event Blog
 - d) Company Evangelist

Answer: c

6. Keyword research helps:
- a) To determine the keyword density on your website
 - b) To explore the competitiveness of the keywords and estimation amount of traffic for those keywords
 - c) To find out how to use keywords in the content
 - d) None of the above

Answer: b

7. The best way to promote a business with social media is
- a) To advertise your company, services, and products
 - b) To collect as many contacts as possible
 - c) Offer a lot of helpful and free information
 - d) Invite potential clients to visit your website

Answer: c

8. Four elements that distinguish mobile marketing from traditional mass marketing are: scope of audience, type and format of messages, _____, and response tracking.
- a) Interest group setting
 - b) Wide Coverage
 - c) Mass Distribution
 - d) Location Based targeting

Answer: d

9. In the AIDA model, which ONE of the following comes first?
- a) Action
 - b) Attention
 - c) Desire
 - d) Interest

Answer: b

10. This operated algorithmically or using a mixture of algorithmic and human input to collect, index, store and retrieve information on the web. It makes the information available to users in a manageable and meaningful way in response to a search query. This is referred to as
- a) Banner ads
 - b) Popup ads
 - c) Apps
 - d) A search engine

Answer: d