	InSem Examination-IISummer2024		
	Exam Seat No.:		
	Academic Year:2023-2024	Semester:IV	
	Name of Programme: SYMBA	Pattern:2022	
	Name of Course: Digital Marketing	Course Code:MBA224104	
	Max. Marks:30	Duration:1 HR	

	Instructions: Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use. 1. This question paper contains ___1__ page(s). 2. Answer to each new question is to be started on a new page. 3. Assume suitable data wherever required, but justify it. 4. Draw the neat labelled diagrams, wherever necessary. 5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question. 6. Solve (a) or (b) and (c) or (d) from Q. No. 1 and 2	

Question No. 1 Attempt following Question

a)   How you differentiate traditional marketing vs digital marketing?   (5)   CO1

<div align="center">**OR**</div>

b)   What are the skills required in digital marketing?   (5)   CO1

c)   Explain how to create a digital marketing plan with examples?   (10)   CO1

<div align="center">**OR**</div>

d)   Illustrate P-O-E-M model/framework in digital marketing?   (10)   CO1

Question No. 2 Attempt following Question

a)   What is segmentation in digital marketing?   (5)   CO2

<div align="center">**OR**</div>

b)   Explain customer targeting in digital marketing?   (5)   CO2

c)   Discuss criteria for customer segmentation in digital marketing ?   (10)   CO2

<div align="center">**OR**</div>

d)   Summarize how to target B2G customers with examples?   (10)   CO2

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