

**MBA/ D-21: 27078****MM-306: Digital and Social Media Marketing****Time: 3 Hours]****[Max. Marks: 70**

**Note:** - Attempt **Six** questions in all. Question No. **1** is compulsory and each part of this carries 4 marks. Remaining questions are of 10 marks each.

**1. Compulsory Question**

Explain the following in brief:

- (a) Explain the types of E-mail Campaigns.
  - (b) What is the POEM framework?
  - (c) Why remarketing is done by the companies?
  - (d) What are hashtags?
  - (e) What are the advantages of mobile advertising? (5x4)
2. Explain the various types of Digital marketing used by businesses. (10)
  3. Define Search Engine Marketing and explain its advantages. (10)
  4. Write short notes on the following:
    - a) Affiliate Marketing (5)
    - b) Mobile Marketing (5)
  5. What do mean by Pay Per Click Advertisement? How it is done by the companies? (10)
  6. What are all key word match types available in Google AdWords and explain the role of negative keywords? (10)
  7. What is Social Media marketing and what are the various platforms of Social Media Marketing? (10)
  8. Explain the different types of web analytics tools available. Differentiate between their features.
  9. Write short notes on:
    - a) Customer Relationship Management in digital marketing (5)
    - b) Customer Experience (CX) in digital marketing (5)