M.B.A. DEGREE EXAMINATION, APRIL 2023

Second Semester

Digital Marketing and E-Commerce

SALES AND DISTRIBUTION MANAGEMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is meant by Sales force?

2.   Define salesmanship.

3.   What are the objectives of sales force?

4.   What do you mean by compensation plan?

5.   What is a sale Budget?

6.   What is mean by sale Audit?

7.   Explain the importance of franchisee.

8.   Explain any two types of wholesalers.

9.   Explain the importance of Retailing.

10. What are the qualities of sales manager?

Part B   (5 × 5 = 25)

Answer **all** the questions

11. (a) Explain the Strategic role of sales management.

Or

(b) Explain the causes for channel conflict.

12. (a) Enumerate the Structure of sales organization.

Or

(b) Explain the importance of evaluation of sales force.

13. (a) Discuss the various specialized techniques in selling.

Or

(b) "Sales budget is the blueprint for sales. Elucidate.

14. (a) Explain the process of appointment of franchisee.

Or

(b) List out the types of wholesalers.

15. (a) Differentiate Advertisement and sales promotion.

Or

(b) Explain the significance of Multi-level Marketing.

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Answer **all** the questions.

16. (a) Critically analyze the various methods of sales forecasting used for industrial as well as consumer products.

Or

(b) Explain the concept, nature and scope of sales quota.

17. (a) Explain various new techniques in managing physical distribution.

Or

(b) Illustrate with suitable example the method of assignment of sales persons to territories having sales potential proportional to sales person' abilities.

18. (a) How the compensation can motivate the sales personnel in increasing the sales.

Or

(b) "Salesmanship is persuasion applied to sale of merchandise of services", Explain is personal selling necessary?

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M.B.A. DEGREE EXAMINATION, APRIL 2023

Second Semester

Digital Marketing and E-Commerce

DIGITAL BRANDING

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define Digital Branding

2.   Who is the target Audience?

3.   What is content Marketing?

4.   Write a note on content Auditing.

5.   Define consumer generated content.

6.   What is DIY Advertising?

7.   What is Gamification?

8.   What is fun Theory?

9.   What is content creation?

10.   What is meant by Globalization?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What are the challenges of Digital Display?

Or

(b) Explain the Ad Features.

12. (a) Explain the importance of creating content.

Or

(b) What are the strategies of content creation?

13. (a) What is product development Process?

Or

(b) What are the benefits of co-creation?

14. (a) Explain the five Elements of Gamification in a branding Strategy.

Or

(b) What is Advergaming? Given an Example.

15. (a) What is Scenario planning in digital media?

Or

(b) Explain the growth in Digital Advertising.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What is Campaign Management? Explain the seven stages of setting up a marketing campaign for any mix of channels.

Or

(b) Explain the digital Advertising Formats.

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17. (a) What is social media promotion? How do you promote a product?

Or

(b) Discuss about four building blocks of Co-Creation.

18. (a) Explain the Principles of Gamification.

Or

(b) Explain the impact of globalization on Digital media.

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		30226

M.B.A. DEGREE EXAMINATION, APRIL 2023

Second Semester

Digital Marketing and E-commerce

SEARCH ENGINE OPTIMIZATION AND SEARCH ENGINE MARKETING

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is Google Ads?

2. What is a PPC campaign?

3. How do you create an Ad group?

4. Define Ad extensions.

5. What you mean by keywords?

6. What is web Traffic?

7. What is internal linking?

8. Can we use Google Keyword Planner for free of cost?

9. What do you mean by Plug-ins?

10. Define a Web Page.

Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) Explain the different types of campaigns.

Or

(b) What is paid marketing? Explain its working.

12. (a) How do you calculate Ad rank? Give an example.

Or

(b) Explain about :
   (i) Banner Ad
   (ii) Pop-up Ad
   (iii) Coupons

13. (a) Briefly explain about :
   (i) Yahoo
   (ii) Bing
   (iii) Baidu

Or

(b) Briefly explain about
   (i) Google
   (ii) Ask.com
   (iii) DuckDuckGo

14. (a) Explain different types of traffic in websites.

Or

(b) Briefly explain keyword research process?

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15. (a) Explain the essential criteria for creating a webpage.

Or

(b) State the reasons for content optimization.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What is Search Engine Optimization? Explain how it is used in marketing?

Or

(b) What is a search engine? Describe the main of functions of search engines, and its process.

17. (a) What are SERPs? Why are they important for SEOs? Discuss.

Or

(b) What are keywords? Explain different types of keywords? Explain keyword optimization.

18. (a) Explain the steps involved in adding social media plug-ins on web pages.

Or

(b) What are the characteristics of Ad groups? Explain the structure of Google Ad groups.

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M.B.A. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Digital Marketing and E-Commerce

PROJECT MANAGEMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What do you mean by project management?

2. What are the needs for project management?

3. What is project environment?

4. List out the skills required for project managers.

5. Write a note on stakeholders.

6. What is statement of work?

7. What do you mean by project charter?

8. What is quality plan?

9. What are the needs for motivation?

10. What is project closure?

Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) Discuss briefly about the fundamentals of project management.

Or

(b) Explain the role and functions of project managers.

12. (a) Describe briefly about the organizational culture and change.

Or

(b) Write a note on project managers and their leadership qualities.

13. (a) Explain the project kick-off and communication in detail.

Or

(b) Describe the documentation process of the project planning.

14. (a) Explain briefly about the framework for team building.

Or

(b) Discuss the procurement of inputs and quality assurance of outputs.

15. (a) Illustrate the monitoring and controlling the scope of the project.

Or

(b) Explain the project management across geographical borders.

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Part C $(3 \times 10 = 30)$

Answer **all** questions.

16. (a) Explain the history of project management.

Or

    (b) Discuss the project environment and project life cycle.

17. (a) Explain the steps involved in responsibility matrix development.

Or

    (b) Write a detailed note on project work execution and direction.

18. (a) Discuss the scope verification of project deliverables.

Or

    (b) Explain the process of collaborative problem solving.

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C–8769	Sub. Code
	30242

M.B.A. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Digital Marketing and E-Commerce

CLOUD COMPUTING

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1. What is the main principle behind Cloud Computing?

2. Define: SOAP.

3. What is meant by peak loading?

4. Define: CBA in cloud computing.

5. Define: logging.

6. Why we need to secure the Cloud resources?

7. State any two best practices in Cloud Governance.

8. Define: Encryption.

9. Define: Pilot project.

10. List any two financial issues in adopting Cloud resources.

Answer **all** questions.

11. (a) List any five needs to migrate into Cloud.

Or

(b) Discuss the Risk mitigation methodology for adopting Cloud Computing.

12. (a) Write a note on cost-cutting strategies in Cloud Computing.

Or

(b) How do you select a scalable could service? Explain.

13. (a) Write a note on Interoperability in Cloud computing.

Or

(b) Explain the business and commercial considerations in choosing a service.

14. (a) Write a note on key management and encryption in Cloud computing.

Or

(b) What are the controls to be considered in Cloud Governance? Explain.

15. (a) Why we should not apply Cloud for everything? Explain.

Or

(b) Discuss the uses of pilot in cloud implementation.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the seven-step model to migrate into a cloud.

Or

(b) Describe the concept of Cloud cost management in detail.

17. (a) Elaborate on the best practices in selecting a service provider.

Or

(b) Explain the legal issues in Cloud computing.

18. (a) Elaborate on the industry standards in Cloud Computing.

Or

(b) List and explain any ten Do's and Don'ts in Cloud Computing.

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3 **C–8769**

C–8770	Sub. Code
	30243

M.B.A. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Digital Marketing and E-Commerce

MOBILE MARKETING

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is mobile marketing?

2. What is local intent content marketing?

3. What do you mean by technology?

4. Define Benchmarking.

5. What is global variation?

6. What are Integrated devices?

7. What do you mean by business culture?

8. What are the limitations of audience segmentation?

9. What are the uses of QR codes?

10. What is NFC?

Answer **all** questions.

11. (a) Explain the Stages of the User Journey.

Or

(b) Explain the steps involved in Content Marketing.

12. (a) Enumerate the bench marking marketing activities with examples.

Or

(b) Discuss the Importance of integrated device technology.

13. (a) Explain marketing automation.

Or

(b) Explain the business culture of mobile marketing.

14. (a) Discuss about frictionless technology.

Or

(b) Write steps involved in Audience segmentation.

15. (a) Discuss the technology challenges faced by mobile companies.

Or

(b) State the problems in adopting smartphones. Explain with examples.

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Answer **all** questions.

16. (a) Explain the channels of mobile marketing.

    Or

    (b) Technology for the shake of technology - Explain the statement.

17. (a) How would you mean mobile as a change enabler?

    Or

    (b) Explain personalized mobile marketing.

18. (a) Elaborate the breakdown of mobile operating system with examples.

    Or

    (b) Explain any four main mobile marketing tools with suitable examples.

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C–8771		Sub. Code
		30244

M.B.A. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Digital Marketing and E-Commerce

GAMIFICATION

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is gamification?

2. State the reasons for gamification.

3. What is a game element?

4. What are the game elements used in gamification?

5. Who is a game designer?

6. What are the elements of video games?

7. What do you mean by teams?

8. What is a quest?

9. What is a lottery?

10. What is an easter egg?

Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) Enumerate the reasons why gamification is essential for business.

Or

(b) Give a brief overview of gamification history.

12. (a) What is the concept of gamification?

Or

(b) What are the objectives of gamification?

13. (a) Why is gamification important? What are its goals?

Or

(b) How are the emotions of an individual tapped in games?

14. (a) How do you measure the success of gaming? What are the KPIs for good game service?

Or

(b) What are the elements of the game pyramid? Explain in detail.

15. (a) What do you mean by rewards through gamification? Give examples.

Or

(b) What are the different types of rewards in gamification? How do they work?

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What are the different types of gamification? Explain them with examples.

    Or

    (b) Describe the concept of game in the gamification model.

17. (a) Discuss the core drives of gamification.

    Or

    (b) What is video game data? How is it used for data analytics?

18. (a) What are the different types of reward schedules? Give examples.

    Or

    (b) How do you apply game design in non-game contexts? How are the games designed?

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C–8772		Sub. Code
		30245

M.B.A. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Digital Marketing and E-Commerce

WEB AND MOBILE ANALYTICS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is web analytics?

2. What are KPIs?

3. What are content sites?

4. What do you mean by lead generation?

5. What is ad-supported content?

6. What is data monetization?

7. What is attitudinal data?

8. What is competitive data?

9. What is a lead process?

10. What is web tracking analysis?

Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) What is a web analytics report? What does it include?

Or

(b) How can analytics help to optimize your website?

12. (a) What are the steps involved in the conversion funnel?

Or

(b) What do you mean by E-Commerce site? What are its features?

13. (a) How do you effectively monetize a website?

Or

(b) What is monetization in e-commerce?

14. (a) Explain the balancing of behavioral and attitudinal data.

Or

(b) What is a secondary data? Explain how customer interaction data is analyzed.

15. (a) What are the steps involved in usability benchmarking testing?

Or

(b) What is web analysis segmenting? How do you segment the audience?

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Why is web analytics important for business? What are the benefits of web analytics?

    Or

    (b) Describe the key performance indicators in web analytics for different websites?

17. (a) How do you create a monetization model? How is it assembled?

    Or

    (b) Why is it important to track websites? How tracking is done through offline handoffs?

18. (a) Discuss heuristic evaluation and how does it help the expert.

    Or

    (b) What does leveraging data mean? Explain the ways to leverage data.

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