M.B.A. DEGREE EXAMINATION, APRIL 2024

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. Define Project Management.

2. What is Project formulation?

3. Explain Project Teams.

4. What is a Multidisciplinary Team?

5. Who serves on Project Teams?

6. What do you mean by Plan Integration?

7. What is Work Breakdown Structure?

8. What is a Plan Document?

9. Write Goldratt's Critical Chain.

10. What is Risk Management?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Describe Project Portfolio process.

Or

(b) Explain the role and responsibilities of a Project Manager in detail.

12. (a) Who are Project Managers and what are the responsibilities of project manager explain Project formulation.

Or

(b) Explain Project Management Life Cycle and the various phases in a Project Life Cycle.

13. (a) Explain the concept of Project Teams in detail.

Or

(b) Explain in detail the various steps involved in project formulation.

14. (a) Explain the following key elements while controlling the projects:

(i) Establishing the standards

(ii) Measuring performance against standards

(iii) Correcting variation from standards.

Or

(b) Write short notes on:

(i) Crashing of project

(ii) Advantages of matrix organisation.

C–1988

15. (a) Describe the purpose and importance of post project evaluation.

Or

(b) Explain the net present value method of project appraisal. State its merits and demerits.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What do you mean by Social Cost Benefit Analysis (SCBA)? How does SCBA differ from monetary cost and benefits analysis (financial analysis) of a project?

Or

(b) What is matrix organisation and what are the advantages of the matrix organisation designed for project management? Under which situation is matrix structure suitable?

17. (a) Explain briefly the integrated project management system. What are the relevant data sets, which are integrated by the software in a large project?

Or

(b) What are the important phases of a project life cycle? Discuss each phase briefly with key issues involved in it.

18. (a) What quality control methods prevalent in project management? Explain why TQM is important in project management.

Or

(b) How does resource leveling differ from resource allocation? Discuss various methods of resource leveling in project management.

————————

3

C–1988

C–1989	Sub. Code
	30242

M.B.A. DEGREE EXAMINATION, APRIL 2024

Fourth Semester

Digital Marketing – E – Commerce

CLOUD COMPUTING

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1.   What is cloud computing?

2.   What is virtualization?

3.   What is security?

4.   Who uses the cloud infrastructure?

5.   What is VPC?

6.   What is virtual application?

7.   What is cloud deployment model?

8.   What is private cloud?

9.   What is Replication?

10.   What is data access?

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

Answer **all** questions.

11. (a) What are the key attributes of cloud services?

Or

(b) What are the advantages of cloud computing ability?

12. (a) Write out the cloud computing features?

Or

(b) How cloud platforms are classified based on priding.

13. (a) What are the steps to be followed for comprise the deployment of application.

Or

(b) Write out the planning steps in the cloud computing.

14. (a) What types of virtual resources are supported for VDC?

Or

(b) Write out the pattern of virtual private clouds?

15. (a) How cloud services can be delivered in the deployment model?

Or

(b) What are the characteristics of Data intensive computing systems?

2 **C–1989**

Answer **all** questions.

16. (a) Outline the different types of cloud computing.

Or

(b) Explain the security issues faced by the cloud computing uses.

17. (a) Draw the different technologies used in different cloud computing service types.

Or

(b) Write your words about "cloud computing IT as a service".

18. (a) State the problems to be solved on the basis of High performance computing centers.

Or

(b) Outline the software outsourcing service platform services.

————————

C–1990	Sub. Code 30243

M.B.A DEGREE EXAMINATION, APRIL 2024.

Fourth Semester

Digital Marketing and E-Commerce

MOBILE MARKETING

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1. What is mobile display ads?

2. Define Smart phone.

3. What do you know about click through rate?

4. What is Push messaging?

5. What is landing page?

6. What is mobile marketing?

7. What is E-mail?

8. Expand MMS.

9. What is bluetooth?

10. Expand HTML.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) State the items which are keep in mind at the time of creating your application.

Or

(b) Write the three primary ways can leverage within the application for the benefit of brand.

12. (a) Write a short note on mobile marketing strategy.

Or

(b) Write out the different types of mobile devices.

13. (a) How the QR Codes helpful the business people.

Or

(b) Write out the benefits of mobile optimized site.

14. (a) Write the issues that you need to be aware of that can affect the marketing strategy.

Or

(b) Write a note on Mobile Privacy issues.

15. (a) How will you classify the mobile audience based on their use?

Or

(b) What are the different stages of user journey of mobile?

2 **C–1990**

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

Answer **all** questions.

16. (a) What are the things to be helpful for designing the mobile marketing strategy?

Or

(b) State the techniques used to help drive customers of your business.

17. (a) How the mobile technologies have change the way of users interact with the mobile devices?

Or

(b) State the uses befits and Metric evaluation of mobile applications compact with your phone.

18. (a) Imagine the future of Mobile device Market? Write your words.

Or

(b) Explain Mobile Commerce and also write its uses, benefits and evaluation.

————————

C–1990

M.B.A. DEGREE EXAMINATION, APRIL 2024.

Fourth Semester

Digital Marketing and E-Commerce

GAMIFICATION

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1.   What is Gamification?

2.   What is Gamification Techniques?

3.   List any three game mechanics.

4.   What is Gamification context?

5.   What are types of Gamification?

6.   Why do we need Gamification?

7.   What is Play?

8.   What is Mobile Data Analytics?

9.   What do you meant by Intrinsic motivation?

10.   List the types of Rewards in Games.

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

Answer **all** the questions.

11. (a) Explain the Importance of Gamification.

Or

(b) Explain the categories of Gamification.

12. (a) Explain the Gamification Strategies.

Or

(b) How does the Gamification works? Explain with example.

13. (a) Explain the components helps to engaging Game.

Or

(b) Can brand awareness be Generated using Gamification? Justify with examples.

14. (a) Explain about Game deconstruction.

Or

(b) Discuss the limitation of Deconstruting Games.

15. (a) Discuss the Behaviorism in Gamification.

Or

(b) Discuss the five Reinforcement schedule.

2 **C–1991**

Part C (3 × 10 = 30)

Answer **all** the questions.

16. (a) Deeply discuss about the Gamification history.

Or

(b) List the advantages of Gamification Tool.

17. (a) Explain the Guideline for coding Game mechanics.

Or

(b) Explain the use of Gamification in education field by Computer Technology.

18. (a) Explain effective Guideline to Game Deconstruction.

Or

(b) Discuss about Reward and Recognition with examples.

————————

3 **C–1991**

M.B.A. DEGREE EXAMINATION, APRIL 2024.

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** the questions.

1.   What is Web Analytics?

2.   What is Optimization and Action?

3.   What is Consideration?

4.   Define the term 'Interest'.

5.   What do you meant by Branding Sites?

6.   What is Web-Monetization Model?

7.   What is Behavioural Data?

8.   What do you mean by Community Sourced Data?

9.   What is Web Reporting?

10.   What is Segmenting Audience?

Answer **all** the questions.

11. (a) Explain the concept of Result and Starting Again.

Or

(b) How to Defining Your Business Metrics (KPIs)? Explain.

12. (a) Explain Key Performance Indicators.

Or

(b) Explain the followings terms on conversion funnel.

(i) Awareness

(ii) Interest.

13. (a) Explain the benefits of Lead Generation.

Or

(b) How customer services/website's help section will help to drive customers? Explain what are guidelines should be follow.

14. (a) Differentiate the Behavioural Data and Attitudinal Data.

Or

(b) Explain the term "Heuristic Evaluation and Expert Reviews".

15. (a) Explain how your business site's home page is important and how to evaluating your home page.

Or

(b) What is Landing Pages? What should be keep in mind when creating landing pages?

C–1992

Part C (3 × 10 = 30)

Answer **all** the questions.

16. (a) What is Behaviour Analysis? Explain the procedure to segment behaviour.

    Or

    (b) Explain the four steps in Web Analytics in detail.

17. (a) Elucidate common KPIs for different sites types.

    Or

    (b) Explain Branding Sites and Branding Sites should try to find which of the determine metrics.

18. (a) Elucidate how to create a monetization models.

    Or

    (b) Explain Analysis Vs Reporting in detail.

———————

C–1992

M.B.A. DEGREE EXAMINATION, APRIL 2024

First Semester

Digital Marketing and E-Commerce

FUNDAMENTALS OF DIGITAL MANAGEMENT AND E-COMMERCE

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. Which of the following is an example Traditional marketing?
    (a) Social Media Advertising
    (b) Email Marketing
    (c) TV Commercials
    (d) Search Engine Optimization

2. ————— is the primary objective of market research.
    (a) Increasing sales
    (b) Understanding consumer needs and preferences
    (c) Reducing production costs
    (d) Expanding market share

3. The first step in the research and selection process —————.
    (a) Data analysis   (b) Problem identification
    (c) Decision-making   (d) Evaluation

4. Which stakeholder group is primarily concerned with the practical implications and applications of research findings?

   (a) Researchers   (b) Funding organizations

   (c) Policy-makers   (d) Participants

5. Which channel is commonly used to gather real-time customer feedback?

   (a) Traditional mail surveys

   (b) Online surveys

   (c) Telephone interviews

   (d) In-person interviews

6. What does the acronym "SEO" stand for?

   (a) Social Engagement Optimization

   (b) Search Engine Optimization

   (c) Site Enhancement Operations

   (d) Sales Efficiency Outreach

7. Which factor is NOT typically considered when selling up ad scheduling?

   (a) Device type

   (b) It Geographic location

   (c) Weather conditions

   (d) Day of the week

8. ——————— tool is commonly used for competitive analysis in PPC.

   (a) Google Ads Editor   (b) Ahrefs

   (c) Google Analytics   (d) Keyword Planner

C–2492

9. What is the purpose of ad extensions in a search campaign?

   (a) To increase the bid amount

   (b) To display additional information with the ad

   (c) To pause ad delivery during specific hours

   (d) To set targeting preferences

10. ————— measures the total value generated by conversions in relation to the cost of the campaign.

    (a) Click-Through Rate (CTR)

    (b) Return on Investment (ROI)

    (c) Conversion Rate

    (d) Cost Per Click (CPC)

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

Answer **all** questions.

11. (a) Write a note on traditional marketing.

                    Or

    (b) Explain the impotence of Digital Marketing.

12. (a) What do you mean by key word research? Explain.

                    Or

    (b) Explain the importance of search engine optimization.

13. (a) Explain inbound links in SEO.

                    Or

    (b) Write in brief about resource link building in SEO.

14. (a) State the strength of PPC.

                    Or

    (b) Explain cost per click.

3   **C–2492**

15. (a) Write a note on conversation tracking.

Or

(b) Explain the significance of Analytics in Campaign Management.

Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) Discuss the opportunities of Digital Marketing.

Or

(b) Describe the characteristics of Digital Marketing.

17. (a) Choose a suitable product and suggest content layout and content updates.

Or

(b) Describe various stakeholders in search.

18. (a) How to improve visibility of your product in search engine?

Or

(b) Write essay on Laws and Guidelines in SEO process.

19. (a) How to calculate PPC Budget?

Or

(b) Write an essay on Display Network Google PPC.

20. (a) Describe the search campaign process.

Or

(b) Discuss the importance of keyword selection in campaign management.

————————

C–2492

M.B.A. DEGREE EXAMINATION, APRIL 2024.

Second Semester

Digital Marketing and E-Commerce

MARKETING MANAGEMENT

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. Which marketing concept emphasizes the importance of building long-term associations with customers and delivering superior customer value?

    (a) Selling concept

    (b) Production concept

    (c) Relationship marketing

    (d) Product concept

2. Consumers show ————— while buying their products on regular basis

    (a) dissonance reduction buying behaviour

    (b) variety seeking buying behaviour

    (c) complex buying behaviour

    (d) habitual buying behaviour

3. Sub-dividing of market into homogeneous sub-sections of customers is known as

   (a) target marketing

   (b) market segmentation

   (c) product differentiation

   (d) none of these

4. In target marketing. what role does the 'Unique Selling Proposition (USP)" play?

   (a) To target competitors

   (b) To reduce production costs

   (c) To highlight the distinctive features and benefits that appeal to the target market

   (d) To create random advertising messages

5. ———— strategy involves setting the price based on the perceived value to the customer rather than on the cost of production?

   (a) Cost-plus pricing

   (b) Value-based pricing

   (c) Penetration pricing

   (d) Skimming pricing

6. Which element of the "SERVQUAL' model assesses the ability of service providers to perform the promised service dependably and accurately?

   (a) Reliability

   (b) Assurance

   (c) Tangibility

   (d) Empathy

C–2495

7. What is the purpose of using a "pull strategy" in promotion?

   (a) To push products directly to consumers through advertising and personal selling

   (b) To create demand among consumers and encourage them to request the product from retailers

   (c) To focus on personal selling exclusively

   (d) To promote products through sales promotions

8. In the AIDA model, what does the acronym stand for?

   (a) Attention, Interest, Desire, Action

   (b) Attention, Information, Decision, Agreement

   (c) Attraction, Involvement, Determination, Achievement

   (d) Analysis, Implementation, Development Assessment

9. Which of the following is an example of a direct channel of distribution?

   (a) Selling products through retailers

   (b) Selling products through wholesalers

   (c) Selling products through intermediaries

   (d) Selling products through company outlets

10. In the context of marketing channels, what is meant by "channel conflict"?

    (a) A disagreement between producers and consumers

    (b) A disagreement among channel members at the same level

    (c) A disagreement between competitors in the market

    (d) A disagreement between manufacturers and retailers

C–2495

Answer **all** questions.

11. (a) Define Marketing. How to understand market place?

Or

(b) Give short note on Building Customer Relationships.

12. (a) Write in brief about product positioning and differentiation.

Or

(b) Explain possible source of consumer insights.

13. (a) State the characteristics of Industrial Products.

Or

(b) Write a note on Branding.

14. (a) Explain Verbal and Visual Identity of a Brand.

Or

(b) Brief Integrated Marketing Communication.

15. (a) Describe the importance of Channel of Distribution.

Or

(b) Explain the Moving Goal Post.

C–2495

Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) Explain changing perspective of Marketing.

Or

(b) Write an essay on Business Buying behaviour.

17. (a) What is consumer insights? Explain with suitable examples.

Or

(b) Elaborately explain the role of an insight in product development and marketing.

18. (a) Explain elaborately product and service attributes.

Or

(b) Write a note on product line decision and product mix decisions.

19. (a) As a Marketing Manager of a company, how can you design total promotion budget.

Or

(b) Describe the techniques involved in sales promotion with suitable examples.

5 **C–2495**

20. (a) Give elaborate account on types of marketing channel.

Or

(b) Explain the Benefits of Direct Marketing and its ethical concerns.

————————

C–2495

M.B.A. DEGREE EXAMINATION, APRIL 2024.

Second Semester

Digital Marketing and E-Commerce

HUMAN RESOURCE MANAGEMENT

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1.   HRM function does not involve:
     (a)   Recruitment   (b)   Selection
     (c)   Cost Control   (d)   Training

2.   A statement about the values of employees to the firm that in turn shapes HR policy contents is called:
     (a)   HR programs   (b)   HR philosophy
     (c)   HR strategy   (d)   HR function

3.   Which of the following is a stated outcome of 'Job Analysis'?
     (a)   Job description   (b)   Job specification
     (c)   Job evaluation   (d)   All of the above

4.   _____ can be defined as process of choosing the right person for the right job.
     (a)   Selection   (b)   Recruitment
     (c)   Induction   (d)   Orientation

5. Which of the following is not a method of on the job training
   (a) Supervision   (b) Job instruction
   (c) Role play   (d) Job rotation

6. The performance Appraisal method BARS stands for
   (a) Behavioral Attitude rating system
   (b) Behavioral Attitude ranking System
   (c) Behavioral Aptitude Ranking System
   (d) Behavioral Anchored Ranking Scale

7. Compensation is a systematic approach to providing monetary value to employees in exchange for _____.
   (a) Skills   (b) Knowledge
   (c) Work performed (d) Damages held

8. Which of the wage concept is higher than fair wage?
   (a) Minimum wage   (b) Living wage
   (c) Team based pay (d) None of the above

9. The safety and health concern of the employees does not include
   (a) Maintaining temperature in work place
   (b) Air flow
   (c) Dress code
   (d) Hazardous

10. The process of training, planning and reassignment of employees to their belonging countries is classified as
    (a) Repatriation
    (b) Foreign advancement
    (c) Distant assignments
    (d) Expatriation

C–2496

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What is the role of HRM?

Or

(b) What are the HRM policies and principles?

12. (a) Explain the importance of HR Planning.

Or

(b) What are the purposes of Job Analysis?

13. (a) Write a note on Induction and Orientation.

Or

(b) State the objectives of performance appraisal.

14. (a) State the advantages and disadvantages of Incentives.

Or

(b) Explain about incentive schemes for indirect workers.

15. (a) Write a note on training International employees.

Or

(b) Describe International Labour relations.

3 **C–2496**

Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) Describe the functions of HRM.

Or

(b) Narrate an essay on the evolution of HRM in India.

17. (a) Explain the factors affecting HR Planning.

Or

(b) Explain the process of Job Analysis.

18. (a) Explain evaluation of orientation programme and Describe the possible errors in orientation.

Or

(b) Describe training process.

19. (a) What are the remuneration components in an organisation?

Or

(b) Explain the types of employee benefits and services.

20. (a) Comment "Inter-country differences affect HRM".

Or

(b) How can you prove international assignments through selection?

_____

C–2496

C–2497	Sub. Code 30223

M.B.A. DEGREE EXAMINATION, APRIL 2024.

Second Semester

Digital Marketing and E-Commerce

FINANCIAL MANAGEMENT

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. Finance function involves:

   (a) Procurement of finance only

   (b) Expenditure of funds only

   (c) Safe custody of funds

   (d) Procurement and effective utilization of funds

2. The objective of wealth maximization takes into consideration:

   (a) Risk related to uncertainty of returns

   (b) Timing of expected returns

   (c) Amount of returns expected

   (d) All of the above

3. Cost of Capital for Bonds and Debentures calculated on:

(a) Before Tax basis

(b) After Tax basis

(c) Risk-free Rate of interest basis

(d) None of the above

4. Weighted Average Cost of Capital is generally denoted by:

(a) ke,   (b) kd,

(c) k0   (d) kp,

5. Cash inflows from a project include:

(a) Tax shield of depreciation

(b) After tax operating profits

(c) Raising of funds

(d) Both (a) and (b)

6. The net initial investment is divided by uniform increase in future cash flows to calculate

(a) Discounting period

(b) Investment period

(c) Payback period

(d) Earning period

7. Dividend irrelevance argument of MM Model is based on:

(a) Issue at Debentures

(b) Issue of Bonus Share

(c) Arbitrage

(d) Hedging

C–2497

8. Which of the following is not true for MM Model?
   (a) Share price goes up if dividend is paid
   (b) Share price goes down if dividend is not paid
   (c) Market value is unaffected by Dividend policy
   (d) All of the above

9. Break – even snot affected with changes in
   (a) Sale price per unit
   (b) Variable cost per unit
   (c) Total cost per unit
   (d) Number of units said

10. Which of the following keeps a record of receipts, issues and running balance of certain items of stock, especially of fitting items.
    (a) Stock items   (b) Bin card
    (c) Quantity account (d) Value account

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

Answer **all** questions.

11. (a) Explain the scope of financial management.

Or

(b) State the limitations of financial management.

12. (a) Explain the concept of cost of capital.

Or

(b) A company issues 10% irredeemable preference shares of the face value of Rs. 100 each. Floatation costs are estimated about 5% of the expected sale price. What is the Kp, if preference shares are issued at (i) Par (ii) at 10% Premium and (iii) at 5% discount?

3

C–2497

13. (a) What is need and significance of capital budgeting?

Or

(b) What are the objectives of capital expenditure budget?

14. (a) What do you understand by a balanced capital structure?

Or

(b) Apex Ltd., is expecting an annual EBIT of Rs. 1 lakh. The company has Rs. 4 lakhs in 10% debentures. The cost of equity capital or capitalization rate is 12.5%. You are required to calculate the total value of the firm and also state the overall cost of capital under Net income Approach.

15. (a) Explain the concept of working capital.

Or

(b) What are the limitations of the EOQ Mode?

Part C $(5 \times 8 = 40)$

Answer **all** questions.

16. (a) Describe the role of financial manager.

Or

(b) Distinguish between the profit maximization and wealth maximization.

4

C–2497

17. (a) Explain different types of costs.

Or

(b) Discuss briefly the different approaches to the computation of the costs of the equality capital.

18. (a) From the following information suggest which of the two projects should be accepted on the basis of net present value method.

		Project A	Project B
		Rs.	Rs.
Initial outlay		10,000	20,000
Cash in flows after taxes and			
before depreciation			
	Year 1	8,000	8,000
	2	7,000	9,000
	3	Nil	7,000
	4	Nil	6,000
Service life		2 years	4 years
Required rate of return		10%	10%

Or

(b) What are the factors that should be considered while estimating the future cash flows?

19. (a) Critically examine the net income and net operating income approach to capital structure.

Or

(b) Explain the characteristics of balanced capital structure.

5

C–2497

20. (a) Enumerate the various costs of receivables.

Or

(b) Calculate maximum level, minimum level and reordering level from the following data.

Re-order quantity	1,500 units
Re- order period	4 to 6 weeks
Maximum consumption	400 units per week
Normal consumption	300 units per week
Minimum consumption	250 units per week

_____

C–2497

M.B.A. DEGREE EXAMINATION, APRIL 2024.

Second Semester

Digital Marketing and E-Commerce

SALES AND DISTRIBUTION MANAGEMENT

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. Objective of sales management is
    (a) To decrease sales
    (b) To increase sales
    (c) To increase production
    (d) To decrease production

2. Primary Purpose of Distribution channel in bridge the gap between
    (a) Producer and wholesaler
    (b) Wholesaler and retailer
    (c) Producer and user
    (d) Manufacturer and retailer

3. Objectives of sales organisation is
    (a) Increase Sales
    (b) Maximizing Profits
    (c) Expanding Market Share
    (d) All (a), (b) and (c)

4. Sales force is a massive infrastructure of ——————— software products that help marketing, sales, commerce and IT Teams connect with their customer.

   (a) CRM   (b) HRM

   (c) Market   (d) Product

5. Sales Planning is a set of Strategic that are designed to help sales teams reach their ——————.

   (a) target   (b) quota

   (c) sales   (d) target sales quota

6. —————— is an analysis of a company's sales tactics and history.

   (a) Sales force

   (b) Sales management

   (c) Distribution management

   (d) Sales audit

7. The right or license granted to an individual or group to market a company's goods or services in a particular territory is

   (a) Franchise   (b) Sales man

   (c) Owner   (d) Customer

8. C & F Agents in marketing channels are

   (a) Carrying and Forwarding agent

   (b) Carrying and Front Agent

   (c) Clear and Front Agent

   (d) Clear and Forwarding Agent

9. Retailing is the activity of selling goods direct to the public usually in —————— quantities.

   (a) small   (b) big

   (c) large   (d) bulk

C–2498

10. MLM – means

    (a) Multi Level Management

    (b) Multi Level Marketing

    (c) Mean Level Marketing

    (d) Mean Level Management

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

    Answer **all** questions.

11. (a) Write the nature and scope of Sales Management.

    Or

    (b) Explain about Channels for consumer goods.

12. (a) Write a short note about Structured of Sales Organisation.

    Or

    (b) Mention the importance of Recruitment of Sales Force.

13. (a) Explain about Sales Forecasting.

    Or

    (b) Mention about Sales productivity indicators.

14. (a) Explain the role of marketing channels.

    Or

    (b) Explain the importance of Franchising.

15. (a) Explain the nature and importance of Retailing.

    Or

    (b) Explain the role of Advertising in retailer promotion.

    3   **C–2498**

Part C $(5 \times 8 = 40)$

Answer **all** questions.

16. (a) Discuss the causes for channel conflict and Technique to overcome conflict.

    Or

    (b) Explain the Strategic role of Sales Management.

17. (a) How to train the workforce.

    Or

    (b) Discuss about compensation given to sales force.

18. (a) Explain about Sales Quotas.

    Or

    (b) Explain about monthly sales report.

19. (a) Discuss about C and F agents.

    Or

    (b) Explain about Franchiser Franchisee.

20. (a) Briefly explain about types of Retailers.

    Or

    (b) Explain about New Trends in retailing.

————————

M.B.A. DEGREE EXAMINATION, APRIL 2024

Second Semester

Digital Marketing and E-Commerce

DIGITAL BRANDING

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. _____is an essential aspect of targeting in digital display advertising.

   (a) Reaching every internet user

   (b) Targeting a broad and undefined audience

   (c) Personalizing ads based on user demographics and behaviours

   (d) Ignoring audience segmentation

2. Which term refers to the various types of advertisements available in digital display advertising?

   (a) Ad fluff

   (b) Campaign clutter

   (c) Ad formats

   (d) Display diversification

3. ————————— is idea creation in content marketing.

    (a) Generating content ideas based on competitors' strategies

    (b) Brainstorming and developing new content concepts

    (c) Copying existing content from other sources

    (d) Using automated content generators

4. Content strategy in content marketing involves —————————.

    (a) Publishing random content without a plan

    (b) Developing a structured plan for creating. distributing, and managing content

    (c) Focusing solely on advertising

    (d) Ignoring audience preferences

5. In the context of product development, what are opportunities for co-creation?

    (a) Involving consumers in the process of designing and developing products

    (b) Limiting consumer involvement in product feedback

    (c) Excluding consumers from the product development process

    (d) Ignoring consumer preferences and feedback

6. The four building blocks of co-creation includes

    (a) Participation, dialogue, access, transparency

    (b) Production, distribution, pricing, promotion

    (c) Planning, execution, monitoring, evaluation

    (d) Targeting, segmentation, positioning, branding

C–2499

7. Advergaming means ——————.

   (a) The use of traditional advertising methods

   (b) Incorporating game elements into advertisements

   (c) Creating advertisements for gaming platforms

   (d) Utilizing celebrities for advertising purposes

8. What are the Five Elements of Gamification in a Branding Strategy?

   (a) Pricing, distribution, product, promotion, branding

   (b) Competition, rewards, challenges, progress, feedback

   (c) Targeting, segmentation, positioning, branding, messaging

   (d) Planning execution, monitoring, evaluation, optimization

9. What does Scenario Planning primarily involve?

   (a) Developing traditional advertising campaigns

   (b) Creating dynamic content for social media platforms

   (c) Anticipating and preparing for possible future scenarios

   (d) Analyzing historical media trends

10. What does Revenue and Ad Aggregation entail?

   (a) Generating revenue solely though advertising

   (b) Aggregating various advertising campaigns

   (c) Implementing revenue models for media platforms

   (d) Ignoring advertising strategies

3   **C–2499**

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the benefits of digital display advertising compared to traditional advertising methods.

Or

(b) Discuss the importance of targeting in digital advertising campaigns.

12. (a) Explain the art of content creation and its role in content marketing strategies.

Or

(b) Explore the process of idea creation in content marketing.

13. (a) Define Consumer-Generated Content (CGC) and provide insights into its significance in modem marketing strategies.

Or

(b) Elaborate on Four Building Blocks of Co-creation.

14. (a) Briefly discuss Gamification and Fun Theory.

Or

(b) Explain advergaming and gamevertising as innovative forms of advertising.

15. (a) Explain the concept of the consumer/creator archetype in the media ecosystem.

Or

(b) Discuss various revenue streams and their importance in sustaining media organizations.

4 **C–2499**

Part C $(5 \times 8 = 40)$

Answer **all** questions.

16. (a) Discuss the challenges associated with digital display advertising.

Or

(b) Discuss the legal and regulatory considerations in digital advertising.

17. (a) Explain the process of identifying prospects in content marketing.

Or

(b) Describe the process of traffic generation in content marketing.

18. (a) Explore the concept of co-creation in product development and its potential for enhancing innovation and customer satisfaction.

Or

(b) Explain the concept of DIY advertising and its role in empowering consumers to create their own advertisements.

19. (a) Explain the five key elements of gamification in a branding strategy.

Or

(b) Discuss the adoption of gamification strategies by major brands to enhance customer interactions and brand loyalty.

C–2499

20. (a) Scenario planning helps media organizations anticipate and prepare for future uncertainties and changes in the media landscape. Discuss.

Or

(b) Analyze the role of revenue and ad aggregation in the future of media business models.

————————

C–2499

C–2500	Sub. Code
	30226

M.B.A. DEGREE EXAMINATION, APRIL 2024

Second Semester

Digital Marketing and E-Commerce

SEARCH ENGINE OPTIMIZATION AND SEARCH ENGINE MARKETING

(2023 onwards)

Duration : 3 Hours　　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　　　$(10 \times 1 = 10)$

Answer **all** questions.

1. SEO is a _____ strategy.
   (a) Long-term　　　(b) Short-term
   (c) Universal　　　(d) Impossible

2. What kinds of links provide the most value to your website reputation?
   (a) Manual links　　　(b) Social links
   (c) No-follow links　　(d) Editorial links

3. Links to a website are perceived as _____ by search engines.
   (a) A vote of trust　　(b) Useless
   (c) Redundant　　　(d) Part of SMM

4. What do search engines use to understand websites on the World Wide Web?
   (a) Crawlers　　　(b) Links
   (c) Tools　　　　(d) Ads

5. When a user searches about history data, this is called
   (a) Action search
   (b) Navigation search
   (c) Information search
   (d) Commercial search

6. What are SEO dos?
   (a) Dear hierarchy and text links
   (b) Use hidden text
   (c) Add misleading and false information to the rich snippet
   (d) Have broken links

7. Meta tag, which is used to influence the activity of the search engine crawlers on a specific page, is called _____.
   (a) Meta description   (b) Alt tag
   (c) Keyword tag   (d) Spider tag

8. Search engine spiders are able to understand and index _____ content.
   (a) HTML   (b) CSS
   (c) SERP   (d) PPC

9. SERP stands for:
   (a) Search engine report performance
   (b) Search engine result performance
   (c) Search engine result page
   (d) Search engine report page

10. Which of these activities is a part of content marketing?
    (a) Creating and managing a blog
    (b) Creating and managing an online store
    (c) Sending newsletters
    (d) Analyzing the performance of keywords

C–2500

Answer **all** the questions.

11. (a) Explain the fundamental concept of paid marketing.

    Or

    (b) Briefly explain three main types of campaigns.

12. (a) Discuss the unique features and benefits of each ad format.

    Or

    (b) Outline three key optimization techniques that advertisers in Google Ad Words.

13. (a) Explain the primary purpose of SERP and how it impacts user experience.

    Or

    (b) Explain the basic functioning of search engines.

14. (a) Explain how they operate in terms of indexing and retrieving information from the web.

    Or

    (b) Outline the steps involved in the keyword research process.

15. (a) Provide guidelines for creating compelling and SEO-friendly meta titles and descriptions.

    Or

    (b) Explain how social media integration contributes to overall website visibility.

C–2500

Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) Explain how a well-structured Ad Words account contributes to campaign success.

Or

(b) Discuss the criteria for choosing relevant and effective keywords.

17. (a) Discuss the factors that affect ad rank in a Google Ad Words auction.

Or

(b) Enumerate the different ad extensions available in Google Ad Words and their purposes.

18. (a) Explore strategies for optimizing Quality Score and improving ad performance.

Or

(b) Describe the importance of mobile optimization of SEO.

19. (a) Explain the role of negative keywords in optimizing ad campaigns and content.

Or

(b) Differentiate between organic traffic and paid traffic, providing examples of each.

20. (a) Provide guidelines for effective implementation of internal linking on a website.

Or

(b) Discuss the fundamental structure of an HTML document and its role in webpage creation.

————————

C–2500