



IV Semester M.B.A. Examination, Sept./Oct. 2022

(CBCS – 2014-15)

MANAGEMENT

Paper – 4.3.3 : Digital Marketing

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer any five questions, each carries 5 marks : (5×5=25)

1. Discuss the growth and importance of digital marketing in India.
2. Write a short note on post internet consumer behavior.
3. Explain paid versus natural search in search engine.
4. Write a note on social media monitoring and reporting.
5. Write a note on content guidelines for online communications.
6. Explain how to handle negative comments in digital platform.
7. Write a short note on evolution of Indian online banking industry.

SECTION – B

Answer any three questions, each carries 10 marks : (3×10=30)

8. Briefly explain the pillars of direct marketing.
9. Explain different online pricing models available for SEM.
10. Explain the steps to create a channel on You Tube.
11. Explain the strategies and tools of online reputation management.

P.T.O.



SECTION – C

Compulsory Question :**(1×15=15)****12. Fanatics Boosts Traffic Through Content Marketing**

When Fanatics-an e-commerce store, focused on selling sports apparel and other sports-related products, it decided that it had to provide customers with more reasons to engage with the company website and hence turned to content marketing as a solution. Fanatics chose a three-pronged approach for their content marketing campaign, one that included timely sports articles meant to coincide with current sporting events, evergreen content related to various events throughout sports history and articles that capitalize on new trends and developments in the world of sports as they happen.

This strategy of producing both evergreen and trending content enabled Fanatics to establish itself as a desirable news and entertainment resource for sports fans all over the country. Thanks entirely to their content marketing campaign, Fanatics saw a 1,100% increase in organic search engine traffic along with a 230% increase in the number of ranking keywords on their website. The company's content marketing efforts also enabled it to publish high-profile features on popular sites such as Yahoo Sports, The Score and USA Today.

- 1) What is the learning outcome from the case ?
- 2) How did Fanatics become popular amongst sports fans ?
- 3) What other strategies you suggest to Fanatics to scale up Organic Search ?