

# School of Business

Department of Business

Mid Term Examination

Exam Date: 01 Oct 2023

Time : 90 Minutes

Marks : 50

## Sem IX - MBMK6013 - Digital and Social Media Marketing

*Your answer should be specific to the question asked*

*Draw neat labeled diagrams wherever necessary*

- 1) Describe m-commerce K2 (2)
- 2) State how internet works. K1 (3)
- 3) Explain the importance of pricing in digital marketing-mix. K2 (4)
- 4) Compare the characteristics of digital consumers with the characteristics of consumers buying products from offline retailers, highlighting their unique aspects and implications. K2 (6)
- 5) Illustrate how the Internet has affected marketer's decisions regarding distribution of pharmaceutical products. K3 (6)
- 6) Compare the advantages and disadvantages of using paid media with that of earned media with special reference to fashion products. K3 (9)
- 7) Analyse the role of social media influencers in the success of a business. Can a business ignore these influencers? K4 (8)
- 8) The advancement of IT resulted in the availability of multiple online tools that help a buyer in deciding on the brand to be purchased. List the digital marketing tools (with their benefits) that help an online buyer at each stage of the buying decision making process to attract consumers. K4 (12)

**OR**

- Analyse the digital marketing mix of a company for marketing software products. K4 (12)