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18MBAMM403

Fourth Semester MBA Degree Examination, July/August 2022
Digital and Social Media Marketing

Time: 3 hrs.

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.

- 1 a. What is Digital Marketing? (03 Marks)
b. Explain the Ten C's of Digital Marketing. (07 Marks)
c. What are the different techniques or methods of E – Marketing? (10 Marks)
- 2 a. Define E - Marketing. (03 Marks)
b. What are the Global E – Marketing issues? (07 Marks)
c. Explain the types of Cyber crimes. (10 Marks)
- 3 a. What do you understand by STP? (03 Marks)
b. Describe different types of Data Analytics. (07 Marks)
c. What are the issues and challenges in Online Consumer Behavior? (10 Marks)
- 4 a. What is E – Branding? (03 Marks)
b. Describe different payment options. (07 Marks)
c. What are the objectives of distribution channel and brief online channel intermediaries? (10 Marks)
- 5 a. What is Search Engine Optimization? (03 Marks)
b. Explain the process of content marketing in digital World. (07 Marks)
c. Which are the key terms and concepts of online advertising and explain the components of online advertising? (10 Marks)
- 6 a. Define CRM. (03 Marks)
b. Explain the stakeholders in Relationship Marketing. (07 Marks)
c. Elucidate the steps involved in Customer Acquisition. (10 Marks)
- 7 a. What do you mean by Social Media? (03 Marks)
b. Highlight the Pillars of Social Media Marketing. (07 Marks)
c. Explain the key terms and concepts of Social Media strategy. (10 Marks)

8 CASE STUDY :

Pay pal Digital Wallet

Founded in 1988, Paypal , an eBay Company, enables any individual or business with an email address to securely, easily and quickly send and receive payments online. Paypal is the largest and most popular of online payments systems, currently holding more than 100 million active accounts in 25 currencies. Paypal's service builds on the existing financial infrastructure of Bank accounts and credit cards and utilizes the World's most advanced proprietary fraud prevention systems to create a safe, global , real time payment solution.

Paypal provides a secure wallet system of transferring funds for both senders and receivers. Both must open an account with Paypal and provide details of a credit, debit or Bank account, which is drawn on if insufficient funds remain in the Paypal wallet (float) to honor a transaction. Access to the account is through email address and password.

Paypal has quickly become a global leader in online payment solutions with 86.6 million account members Worldwide. Available in 56 Countries and regions around the World, buyers and sellers on eBay, Online retailers , Online businesses , as well as additional Offline businesses are transacting with Paypal.

Paypal has received close to 20 Awards for technical excellence from the internet Industry and the business community at large most recently the 2003 Webby Awards for Best Finance site and the 2003 Webby People's voice Award for Best Finance site. Located in San Jose, California , Paypal was acquired by eBay Inc. In October 2002.

Questions :

- a. What does Paypal do?
- b. What are the core components of the Paypal business?
- c. How does Paypal make money?

(20 Marks)
