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Register Number:

DATE:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**BBA/BBASF – VI SEMESTER**

**SEMESTER EXAMINATION: APRIL 2022**

**BBA DEM 6619: Digital Marketing**

Time- 2 ½ hrs Max Marks-70

**This paper contains \_\_\_\_\_ printed pages and four parts**

**Section A**

**I.** Answer ***any five*** of the following (**5x2 = 10 Marks)**

1. State any two significance of E marketing.
2. Give the meaning of customer service and support.
3. Define SEO.
4. List any two drawbacks of social media marketing.
5. What is meant by email spam?
6. Mention any two uses of YouTube advertising.

**Section B**

**II.** Answer ***any three*** of the following (**3x5 = 15 Marks)**

1. “Online consumer behaviour is the process of how consumers make decisions to purchase products in e-commerce”. With reference to this statement explain the types of online consumer behaviour.
2. Explain the concept of Google AdWords and Analytics in detail.
3. “Facebook and LinkedIn are two of the biggest social media platforms and provide a number of opportunities to reach your audience”. Discuss.
4. What is meant by content marketing? Explain the Uses of content marketing.

**Section C**

**III.** Answer ***any two*** of the following (**2x15 = 30 Marks)**

1. “The internet has generally transformed the marketing world for the past decade”. With this regard discuss the Changing trends in digital marketing era.
2. What is meant by affiliate Marketing? Explain its working in detail with an example.
3. “If you want to build your brand, engage your prospects, increase sales etc. and the solution is SOCIAL MEDIA”. Explain the benefits and drawbacks of social media marketing.

**Section D**

**III. Answer the following (1x15=15 Marks)**

1. Volkswagen is the biggest car maker in Europe and is well renowned all over the world. The company strives to expand its business in India by targeting the Indian car market which is the 2nd fastest growing market in the world. This makes India a profitable location for the company and hence, the company has chosen India to serve its strategic purpose optimally. The company wanted to target the working population of India by generating awareness about its brand, which could then be converted into brand loyalty. In order to achieve its objectives, Volkswagen launched its company page on LinkedIn. This page had a feature that made it possible for the VW brand lovers to air their voice about the VW models in the form of recommendations. The company also made efficient use of recommendation Ads on LinkedIn to widen the audience reach. The choice of only LinkedIn as a platform had a strategic reason behind it. LinkedIn is a good platform that caters to the needs of the working professionals quite efficiently. Hence, there are higher chances of locating the genuinely interested customers here who can afford the brand. Volkswagen targeted the customers by seniority levels and geographical locations in order to be successful in their search for the customers who were searching for the dealer locations in their area.
2. From the above case on Volkswagen what other sources of digital marketing can be used by the company to capture the market.