-52-

USME, DTU East Campus
4th Semester MBA
END SEMESTER EXAMINATION- MAY 2019

PAPER CODE: MGM 10   TITLE OF PAPER- Digital Marketing
Time: 3:00 Hours
                                                        Max. Marks: 60

Note: Write your Roll no. on the top of this question paper.
Marks are indicated against each question. Parts of a question must be answered together.

Q1. Differentiate between the following with the help of suitable examples:
   (Attempt **any four** out of the following)   [4* 4 marks = 16 marks]
   a) House of Brands and Branded House strategies in the context of the virtual medium offered by the internet. Use corporate examples to illustrate the point.
   b) Explicit and Implied consumer online behaviour
   c) Creativity driven challenges and Solution-driven challenges in the context of branded challenges on niche crowd-sourcing online platforms.
   d) Operational, Analytical and Collaborative CRM
   e) Deterministic and Non-deterministic Targeting

Q2. Attempt **any five** out of the following questions: [5* 4 marks= 20 marks]

   a) What is Metcalf Law? Discuss how community network value is determined using consumer co-creation model based on Metcalf law.

   b) Apply random surfer model on the following figure to determine the page rank, the most and the least important web pages amongst the following A, B, C, and D web pages. Contrast these results with the one that uses total degree as the web page importance.
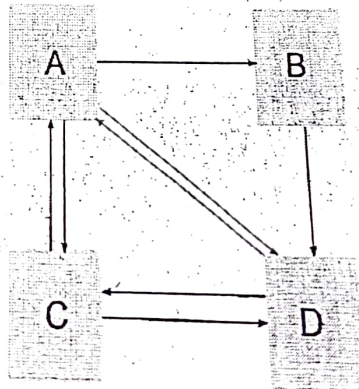
   c) Describe the model to measure campaign effectiveness using quantitative tag anal (TF-IBF). How would you measure the inter-campaign similarity?

   d) Explain any two important Black Hat Tactics with examples.

e) For a publisher the CPM rates are Rs 60 and CPC is Rs 6. The average CTR of display ads is 0.2 per cent. Discuss the implications of CTR on CPC and CPM and which buying model would be better for the marketer in this case. In general, which of the two models-CPC and CPM, is more preferable for brand building purpose and which one is preferable for the lowest delivering highest ROI?

f) Discuss the website dimensions that contribute to the brand in online space through traffic building and give some metrics for each dimension.

Q3. Attempt **any three** out of the following questions: [3* 6 marks = 18 marks]

a) Illustrate with an example the use of keyword funnel (using the AIDA framework) for a new smart phone entrant in a competitive market.

b) What are the different SEO phases? Explain website audit and its main elements for SEO.

c) Explain how Ad Rank is computed in Ad Auction Model? What are the primacy effects on Ad Rank?

d) Write short note on the following:

  (i)   Netnography

  (ii)   Folksonomies

  (iii)   Cyberbranding

Q4. Answer **all** the following questions: [3* 2 marks = 6 marks]

a) Describe the role of cookies in online CRM.

b) What are the factors that affect EdgeRank on facebook?

c) What are CRM processes?

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