

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATIONS-2022

Ph.D

COURSE CODE (CREDITS): 21P1WHS131

MAX. MARKS: 35

COURSE NAME: Fundamentals of Digital Marketing

COURSE INSTRUCTORS: Dr. Anupriya Kaur

MAX. TIME: 2 Hours

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*Note: All questions are compulsory. Marks are indicated against each question in square brackets.*

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1. Contrast traditional marketing with online marketing. Also discuss the forms of online marketing which can improve search engine optimization. (7 marks)
2. Briefly list five types of email communications that have the potential to either impact on the brand or carry a marketing message (7 marks).
3. Social media marketing has grown with a certain mystique – and for a number of reasons it is misunderstood by practitioners, commentators, writers and students alike. Comment and justify. (7 marks)
4. What are the prime reasons for following a brand online? Explain with the help of examples. (7 marks)
5. Discuss the role of analytics and metrics in online marketing. (7 marks)