

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: CDM

Examination: June 2015
Subject: Internet Marketing
Date: 15.06.2015

Term End Examination
Marks: 70
Time: 11.00 a.m. to 2.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) What is Web2.0 and how has user generated content changed the Internet as a Medium for marketing?
- b) Why is ecommerce becoming very attractive in India? What is driving users towards online commerce? Explain with distinct points,
- c) Explain the revenue model of OLX and online classifieds websites. How do they make money?
- d) With most of the browsing happening from smartphones, name at least three specific measures you need to take as a digital marketer.

Q.2) Write short notes on (2 out of 5)

(Marks: 2X5=10)

- a) Online Reputation Management
- b) Usability testing of website /app
- c) CPM, CPC and CPA pricing in online media
- d) Sales versus branding using online medium
- e) Instagram and Pinterest as marketing medium

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Twitter is a medium which allows using only 140 characters, also the number of users on twitter is very less as compared to Facebook. Why is it that twitter is still an interesting and increasing mode of digital marketing?
- b) Explain the difference between Shared Hosting, VPS Hosting and Dedicated hosting? And how you will grow an ecommerce site based on these three options available to you.
- c) The government is getting more active in the digital space and trying to increase its presence there. Mention at least three distinct areas where you are seeing a push in this space.
- d) Explain in detail the steps required in making a robust website for your company.
- e) How would you measure the success of online campaigns with the following objectives – Branding, and Sales. Respectively?

Q.4) Attempt both the questions

(Marks: 2X10=20)

As a Marketing Manager of a Non profit organization, Explain in detail how would you use the following avenues for digital marketing

- a. Your owned properties like Website
- b. Other platforms like social media, search and web portals

Answer with distinct points for each of the above.