

Hall Ticket Number :										
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R-17

Code: 7P1A43C

M.B.A. IV Semester Supplementary Examinations February 2021

Digital Marketing

Max. Marks: 60

Time: 3 Hours

Answer *all five* units by choosing one question from each unit (5 x 12 = 60 Marks)

UNIT-I

1. What is internet? Explain how internet works.

OR

2. What is digital marketing? Describe the steps in crafting a successful digital marketing strategy.

UNIT-II

3. Explain the four techniques of off-page optimization to maximize a website's SERP ranking.

OR

4. Explain different types of display ads.

UNIT-III

5. Elucidate the metrics used to measure the performance of an email campaign.

OR

6. What is mobile marketing? Describe the SMS campaign development process.

UNIT-IV

7. What is social media marketing? Describe the steps involved in creating a social media plan.

OR

8. Write a brief note on YouTube advertising.

UNIT-V

9. a) What are analytics, server-based analytics and tag-based analytics?

b) Explain web analytics and SEO analytics.

OR

10. Explain how results of analytics are reported by digital marketers.

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R-17

Code: 7P1A42

M.B.A. IV Semester Supplementary Examinations February 2021

International Business

Max. Marks: 60

Time: 3 Hours

Answer *all five* units by choosing one question from each unit (5 x 12 = 60 Marks)

UNIT-I

1. Define International Business? Explain the Nature & Scope of International Business.

OR

2. What are the various strategies for entry and operation in interational business? Give suitable examples in brief for every strategy.

UNIT-II

3. Compare and contrast various strategies of global entry in international business.

OR

4. Describe the International Licensing? What are the advantages and disadvantages of International licensing?

UNIT-III

5. Write a note on organizational structure of the World Trade Organization.

OR

6. How is WTO different from GATT?

UNIT-IV

7. What is the World Bank, and what role does it play?

OR

8. Describe the role of IMF, IBRD in International Business.

UNIT-V

9. Are SEZ's promoting Indian Economy? Discuss.

OR

10. Define Economic zone? Discuss the various objectives of Economic zones
