UPES
End Semester Examination, May 2024

Course: Digital Marketing   **Semester: VIII**
Program: B-Tech (CSE+AI&ML-BD-BAO-DEV-CCVT-GG-CSF-H/NH)   **Time   : 03 hrs.**
Course Code: CSER4008P   **Max. Marks: 100**

Instructions:

SECTION A
(5Qx4M=20Marks)

S. No.		Marks	CO
Q 1	Write a short note on BCG matrix.	4	CO1
Q 2	Why POD and POP are necessary?	4	CO1
Q 3	How the Ecommerce companies employ the discounting strategy in its marketing?	4	CO1
Q 4	How Email marketing is used as personalized marketing in CRM?	4	CO2
Q 5	Write a short note on - Negotiation on the basis of bulk purchasing power by companies.	4	CO2

SECTION B
(4Qx10M= 40 Marks)

Q 6	Describe skinning adds. Explain with the help of example for it to be aptly named as Takeover adds?	10	CO2
Q 7	Elaborate the composition of a good ad. Explain the role of USP in it.	10	CO3
Q 8	What are the advantages of Digital marketing over Traditional marketing? Discuss them in Detail.	10	CO3
Q 9	Explain with the help of example the difference between "product as a hero" and "user as a Hero" appeals in ads Or On the basis of the ad – "Rolls Royce – Dawn", Discuss its marketing strategies in your words.	10	CO3

SECTION-C
(2Qx20M=40 Marks)

Q 10	On the basis of an ad of your choice as example Analyze the ad on the basis of 1. Creative Strategy Principles	20	CO4

	2. Push vs Pull products OR Discuss Personalized marketing in detail with cost benefits also.		
Q 11	Taking Ecommerce into perspective, explain the Digital marketing concept with example.	**20**	**CO4**