

Digital marketing assignment



The Student should submit this assignment in the handwritten form (not in the typed format) The Student should submit this assignment within the time specified by the exam dept The student should only use the Rule sheet papers for answering the questions. The student should attach this assignment paper with the answered papers. Failure to comply with the above Four Instructions would lead to rejection of assignment Specific Instructions: There are four Questions in this assignment. The student should answer all the four questions. Marks allotted 100.

Each Question carries equal marks (25 marks) unless specified explicitly.

Question No 1: a) “ Business today faces 3 major challenge & opportunities: globalization the effect of advance in technology & deregulation” comment.

B) How to plan, evaluate and measure digital marketing How to acquire customers through digital channels. Question No 2: a) Which Is the better marketing tool, the newsletter or the blob? In this day and age Is It better to blob than to send out endless newsletters that bounce or don't get read? B) What effect social media is having on organizations and their customer legislations?

Question No 3: a) What makes a good website and why? B) You have Just started using Google Towards. You have been successful In getting some of your ads to position 3 on the right of the natural listings, but have not been able to get to the top positions above the natural positions. Advice please. C) How to convert and retain customers online How to measure and optimize performance. Question No 4: a) How can we make money on a website / blob? Explain with examples.