

28 AUG 2023

NATIONAL LAW UNIVERSITY, JODHPUR
(School of Insurance Studies)

MID TERM Examination- July-Oct 2023

Semester: MBA (Insurance) III

Sub: Digital Marketing & Brand Management

Time: 90 minutes

Marks: 50

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- Q. # 1. "Direct-response marketing is delivered through a wide variety of media", in the light of above, explain what is Direct Marketing response and its various media? (10 Marks)
- Q. # 2. (a) What is Digital Marketing Strategy? (3 Marks)
(b) Why there is a need to build sound Digital Marketing Strategy? (3 Marks)
(c) How the goals are set for Digital Marketing Strategy? (4 Marks)
- Q. # 3. Describe the Key components required for Digital Marketing? (10 Marks)
- Q. # 4. "Digital Marketing Tools mean connecting with the people at the right time through the right place". Describe any three tools from the following: (10 Marks)
(a) Social Media Tools
(b) SEO Tools
(c) Email Automation Tools
(d) Visual Design Tools
- Q. # 5. (a) What Are Marketing Campaign Measurement Tools? (3 Marks)
(b) How Do You Measure Success? (3 Marks)
(c) Describe any two Digital Marketing Campaign measurement Tools? (4 Marks)
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NATIONAL LAW UNIVERSITY, JODHPUR

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End Term Examination: Oct-Nov 2023

Semester: MBA (Insurance) III

Sub: Digital Marketing & Brand Management

Marks: 100

Duration: 3 Hrs.

Instructions:

1. Attempt any 5(five) questions
 2. All questions carry equal marks.
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Question 1.

- a) Elaborate 'Direct Marketing'. What are the challenges & solutions of this Marketing?
- b) Describe various components of 'Digital Marketing'?

Question 2.

- a) Define 'Digital Marketing Strategy'? Differentiate between 'Digital Marketing' & 'Traditional Marketing'?
- b) Describe any three important tools of 'Digital Marketing'?

Question 3

Write short notes on the following (any three):-

- a. Social Media Marketing.
- b. Pay per Click.
- c. Content Marketing.
- d. Web Analytics.

Question 4

- a) Define Marketing Campaign Measurement tools & why they are important?
- b) There are various tools available to measure 'Digital Marketing Campaign' define any two of the tools.

Question 5

- a) What is Branding, define? Describe the essentials of a good brand?
- b) Define Brand identity, elaborate various sources of Brand Identity?

Question 6

- a) What is Brand Promise? Which are the mistakes that one should avoid while building a Brand Promise?
 - b) Enumerate top 10 requests about Packaging.
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