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Roll No.

576434(76)

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**M. B. A. (Fourth Semester) Examination,
April-May 2021**

(New Scheme)

(Specialization : Marketing Management)

(Management Branch)

**INTERNET and SOCIAL MEDIA MARKETING
(New)**

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

***Note : Attempt all the questions. Every question is
having internal choice & equal marks.***

1. Write short notes on : (any two) 2×8=16
- (a) Internet Vs. Traditional Marketing
 - (b) Consumer behaviour towards internet marketing
 - (c) Data mining in internet era

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2. Write a detailed note on pricing strategies for internet marketing. 16

Or

Discuss in detail the internet marketing mix.

3. Explain Social Media Marketing & discuss how it works.

Or

What is dialogue marketing & how it is used for Social Media Marketing?

4. Write a note on : (any two) 2×8=16

(a) Facebook

(b) LinkedIn

(c) Twitter

5. Define Social Media Dashboard & discuss its effectiveness in Social Media Marketing. 16

Or

How Social Media Marketing helps in acquisition & development for R&D & HR?