



PG –1425

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IV Semester M.B.A. (Day and Eve.) Examination,  
December 2024/January 2025  
(CBCS) (2022-23 and Onwards)  
**MANAGEMENT**  
**Paper – 4.3.3 : Digital Marketing (Marketing)**



Time : 3 Hours

Max. Marks : 70

**SECTION – A**

Answer **any five** questions from the following. **Each** question carries **5** marks.

**(5×5=25)**

1. Explain the main types of web presence in digital marketing.
2. Describe common e-commerce business models.
3. What are the key media options available online for businesses ?
4. Define “pure play” and “multi-channel” in the context of digital marketing.
5. What are the different payment gateways available for online transactions ?
6. Outline methods for segmenting audiences in digital marketing.
7. Explain behavioural targeting in online marketing.

**SECTION – B**

Answer **any three** questions from the following. **Each** question carries **10** marks.

**(3×10=30)**

8. Compare and contrast pure play and hybrid e-commerce business models.
9. Discuss the advantages and challenges of multi-channel marketing.
10. Differentiate between paid and natural search in search engine marketing.
11. Create a brief strategy for using Google Analytics to optimize an AdWords campaign.

P.T.O.



## SECTION – C

12. **Compulsory Case Study :****(1×15=15)****“Growth of Pure Play vs. Multi-Channel Models in E-commerce”.****Background :**

BrandStyle, a popular online fashion retailer, began as a pure play e-commerce business, selling exclusively online with no physical stores. With competitive pricing, efficient customer service, and effective social media marketing, BrandStyle quickly attracted a dedicated customer base. Initially, BrandStyle invested heavily in Google Ad Words and SEO, focusing on reaching customers searching for fashion-related keywords. Using data analytics, they tracked online buyer behavior to identify high-conversion keywords and optimized landing pages to increase engagement.

As e-commerce evolved, however, BrandStyle faced stiff competition from multi-channel retailers who combined physical and online stores. Competitors leveraged omni-channel strategies, allowing customers to pick up online orders in-store or return items at physical locations, providing convenience and enhancing customer experience. To stay relevant, BrandStyle considered adopting a hybrid model by introducing a limited number of physical locations for pickup and returns.

BrandStyle also recognized the importance of maintaining a strong online reputation. They employed social listening tools to monitor comments, reviews, and mentions, addressing customer complaints quickly to preserve their image. They launched email campaigns and mobile-friendly platforms to reach their audience, experimenting with localized content and mobile marketing trends to remain competitive.



As BrandStyle expanded its reach, they faced new challenges in content localization, adapting to varied consumer preferences in different regions. Their customer engagement methods had to be fine-tuned, and they explored emerging technologies like mobile payments, in line with the evolving digital banking landscape.

**Discussion Questions :**

- a) In what ways could BrandStyle effectively balance its pure play origins with a multichannel strategy to stay competitive ?
  - b) How can BrandStyle leverage recent trends, such as mobile marketing and content localization, to enhance customer engagement and retention ?
  - c) What is the future of Emerging technologies in the Indian digital banking landscape ?
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