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PG - 1400

**IV Semester M.B.A. (Day & Eve.) Examination, Nov./Dec. 2025
(CBCS – 2022-23 and Onwards)**

MANAGEMENT

4.3.3 : Digital Marketing

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** questions, **each** carries 5 marks.

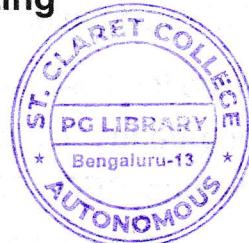
(5×5=25)

1. Compare the advantages of single-channel and multi-channel strategies.
2. Explain the role of payment gateways in digital transactions.
3. Illustrate the use of data mining in understanding customer behaviour.
4. Differentiate between paid and natural search in terms of cost and effectiveness.
5. Examine how YouTube content creation contributes to digital branding.
6. Explain the significance of mobile marketing in consumer engagement.
7. Identify two strategies to manage negative comments online and explain how they work.

SECTION – B

Answer **any three** questions, **each** carries 10 marks. **(10×3=30)**

8. Apply online behavioural targeting techniques to design a campaign for a travel company.
9. Discuss how SEO and SEM complement each other in achieving digital marketing goals.
10. Design a social media campaign strategy for a startup entering the food delivery industry.
11. Critically analyze the impact of poor online reputation management on consumer trust.





SECTION – C

12. **Compulsory** question :

(15x1=15)

Zomato's Digital Engagement and Reputation Management.

Zomato, a leading food delivery platform in India, has grown by capitalizing on digital marketing trends. Its success lies in integrating multiple online media channels, including SEO, SEM, social media campaigns, and influencer marketing. Zomato's witty Twitter presence and viral campaigns (e.g., "food mood" advertisements) have strengthened its brand identity and customer loyalty.

To personalize customer experience, Zomato applies behavioural targeting, push notifications, and location-based marketing. Data Analytics and user profiling enable the platform to recommend restaurants and offers tailored to user preferences. This enhances customer retention and engagement.

However, Zomato's reputation has been tested by challenges such as late deliveries, data privacy issues, and criticism from restaurants over commission fees. Negative comments on social media often trend rapidly, compelling Zomato to respond quickly with humor, apologies, or corrective measures. The company uses ORM tools to monitor sentiment and engage with dissatisfied customers, thereby minimizing long-term brand damage.

Discussion Questions :

- a) How has Zomato effectively used social media and content marketing for customer engagement ?
- b) What strategies should Zomato adopt to address negative online feedback without harming its brand image ?
- c) In what ways can Zomato integrate offline strategies to strengthen its digital marketing initiatives ?