

Duration: 2 ½ hours

Total Marks: 75



- N.B. (1) All questions are compulsory.  
(2) All questions carry equal marks.

**Q.1. Read the case and answer the following questions:**

The digital marketing industry is seeing an exponential rise in India. It is evident both from statistical figures and otherwise. With e-commerce businesses expanding, it is but natural that the digital marketing industry is also growing. Today, you will find companies offering digital marketing services everywhere – In India there are many growing hubs for digital marketing, it's easy to find a digital marketing company in Pune, Bangalore, Chennai, Delhi, and in fact in every nook and corner of the country. India is adopting digital approach from foreign countries to grow in a competitive market.

- Q-1 Explain the digital marketing strategies in India with examples. (5)  
Q-2 How benefits of Digital Marketing has reached rural India? (5)  
Q-3 What are some of the disadvantages of digital marketing? (5)

Q. 2. A) Define marketing. Explain its features? (15)

**OR**

Q. 2. B) What is Market Segmentation? Explain the bases for market segmentation of consumer goods. (15)

Q. 3. A) Essentials of good advertising campaign. (8)

Q. 3. B) What is Rural Marketing? Explain its importance. (7)

**OR**

Q. 3. C) Explain Types of internet marketing. (8)

Q. 3. D) Explain the difference between product line and product range. (7)

**OR**

Q. 4. A) Discuss the Qualities of a good salesman. (8)

Q. 4. B) Discuss the role and importance of packaging. (7)

**OR**

Q. 4. C) What is Relationship marketing? Explain its importance. (8)

Q. 4. D) Describe the IMC planning process. (7)

**Q. 5. Write short notes on (any 3):** (15)

- Niche marketing
- Umbrella equity
- DAGMAR and AIDA
- Traditional marketing and Modern marketing.
- Difference between publicity and public relations.