



# AJEENKYA

## D Y PATIL UNIVERSITY

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### End Term Examination (December 2019)

School: School of Management

Program: MBA

Course: Digital Marketing

Course Code: MGT602

Semester: III

Max Marks: 30

Duration (mins): 120

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**Note: Answer any THREE questions from below. All questions carry 10 marks each.**

**Q1.** Internet traffic is the flow of data across the Internet. Describe the various ways companies can implement to increase Internet Traffic. **[10]**

**Q2.** Understanding digital marketing analytics is not just about looking at the core numbers. It's also about analyzing and getting a clearer insight into the needs of your customers/prospects by looking at their behavior. Describe Market Analytics in Digital Ecosystem and its importance to organizations. **[10]**

**Q3.** Campaign management is used for executing marketing strategies and draw customers to your website, social media, or other online destination. Explain the need for online campaign management and its significance. **[10]**

**Q4. Write short notes on (ANY TWO):** **[10]**

1. Customer Engagement through content management
2. Online Targeting
3. Consumer STP using online tools
4. Future of Marketing

\*\*\*\*\* ALL THE BEST \*\*\*\*\*