K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM (Executive) Fifth Trimester (Batch 2018-2019)

Subject:Digital Marketing
(End Term examination)

Maximum Marks: 50   **Date: 17/12/2019**   **Time : 3 Hours**

Notes:
1. Question No. 1 is compulsory.
2. Answer any 3 question from Question 2 to Question 5.

Q. 1: Describe the process of mapping a Digital Consumer Journey. Support your case with an appropriate example.

Q. 2: Describe Core Value Proposition, Point of Differentiation and Company Vs Product USP. Support your case with an appropriate example.

Q. 3: Explain the use of a conversion funnel especially with respect to the tools of Content Marketing.

Q. 4: Differentiate between Inbound and Outbound Communication. List down the various channels of Digital Marketing for each of the categories.

Q. 5: Distinguish the characteristics between Red Ocean and Blue Ocean Strategy. Support your case with appropriate examples for both.

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