

SL NO of QP :9869

Unique Paper Code (UPC): 2923062024

Name of the Paper: Digital Marketing

Name of the Course: Bachelor of Management Studies-BMS

Semester: 7<sup>th</sup>

Duration: 03 hours

Maximum Marks: 90 marks

Instructions:

- Attempt 5 questions in total. All questions carry equal marks.  
(Attempt any 3 questions from Q1-Q4 and Q5 & Q6 are compulsory)
- Clearly write the question number before attempting any question
- Attempt all parts of a question together

Q1. "The shift from traditional to digital marketing has transformed how firms identify, reach, and engage customers."

Explain the evolution from traditional to digital marketing. Discuss why an integrated digital marketing strategy is critical for modern organisations; esp. for edtech brands (in light of the recent issues involving Byju's and other such companies) and brick & mortar stores. Support with examples.

Q2. "The credibility of digital content is increasingly being questioned due to fake news, paid influencers, and algorithmic amplification."

Critically examine the various credibility challenges in social media marketing esp. for new D2C brands. How should brands (Legacy, D2C, B2C) manage ethical risks and trust deficits? Support with examples.

Q3. "Social media platforms are no longer communication tools alone but are full-fledged marketing ecosystems with their own strengths and weaknesses and indeed, their own brand value"

Discuss the social media marketing process—goal setting, channel selection, implementation, and analysis. Elaborate on how ROI and other factors will impact the selection of and frequency of deployment on various social media channels, platforms and tools. Illustrate with examples.

Q4. "Digital data generates a vast amount of data and is both a strategic asset and a regulatory risk. Analysing this data and using it effectively is challenging from a process and utilisation point of view"

Examine issues related to data collection and data analytics in digital marketing. Discuss how companies are leveraging their data in a bid to boost customer engagement and revenue traction. Comment on how can firms balance personalisation with ethics and why this is important in today's day and age. Support with suitable examples.

Q5. Short answer questions (Answer any 3, 6 marks each) (Compulsory)

- Privacy and Ethical concerns for Digital Marketing Tools
- Mobile devices have reshaped consumer journeys and expectations
- Reasons for growth of digital marketing

- d. UX redesign for an e-commerce site
- e. Targeted advertising and Location-based marketing
- f. Storytelling in Digital Marketing

#### Q6. Case Study (Compulsory)

##### Rebuilding Digital Presence for a Legacy Retail Brand

ShreeMart, a 35-year-old Indian retail chain specialising in household goods, has a strong offline presence across Tier-1 and Tier-2 cities. In response to declining footfalls and growing online competition, the company launched digital marketing initiatives—SEO, social media pages, influencer collaborations, and email campaigns.

Despite spending heavily, results remain disappointing. Website traffic has increased but conversion rates are low. SEO rankings fluctuate due to frequent algorithm changes. Paid search campaigns show high cost per click but poor retention. Social media followers have grown rapidly, yet engagement is superficial and inconsistent. Several influencer campaigns faced backlash after audiences discovered undisclosed paid partnerships.

Email campaigns suffer from low open rates and rising unsubscribe numbers. Customers complain about irrelevant offers and excessive frequency. Mobile users experience slow website load times and poor navigation, leading to high bounce rates. The company has not invested in a mobile app, assuming its website is sufficient.

Internally, marketing decisions are fragmented. Different departments handle SEO, social media, and email independently, resulting in inconsistent messaging. Analytics are tracked in silos, preventing holistic performance evaluation. Senior management questions whether digital marketing is truly effective or merely a cost centre. They are also worried that a poor social media presence may actually harm the image of the brand as whole.

Answer both questions (9 marks each)

- a. Analyse ShreeMart's digital marketing challenges using concepts of SEO, PPC, social media marketing, email marketing, and user experience.
- b. Recommend an integrated digital marketing strategy addressing content credibility, mobile optimisation, analytics integration, and customer-centric engagement.