



**SURESH
GYAN VIHAR**
UNIVERSITY
Accredited by NAAC with 'A' Grade

INTERNAL ASSIGNMENT - 1

Course	MBA	Introduction to Digital Marketing
Semester	3	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A.** What is Pay-Per-Click Advertising? How it works? Explain in detail.
- B.** Indian sees Internet shopping more convenient than traditional shopping. Do you agree? Give justification
- C.** How E-tailing companies are performing in India? Explain in detail with examples.

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A.** Define affiliate marketing.
- B.** Interactivity
- C.** What is NIIT?
- D.** Define digital marketing.
- E.** What is social media?



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INTERNAL ASSIGNMENT - 2

Course	MBA	Introduction to Digital Marketing
Semester	3	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A.** Which are the ways of distributing products through online modes? Elicit.
- B.** What is affiliate marketing? How it works? Explain in detail.
- C.** Write a note on growth and benefits of social media.

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A.** Personalize messages
- B.** Print Postal mailings
- C.** Telesales Campaign
- D.** Explain On-line advertising.
- E.** What is on page optimization?