



MANIPAL INSTITUTE OF TECHNOLOGY

MANIPAL

(A constituent unit of MAHE, Manipal)

VII Semester B. Tech. Make up Examination January 2020

DIGITAL MARKETING CHANNELS - PLANNING (ANALOG MARKETING)

[CRA 4004]

Max. Marks: 50

Instruction to candidate

Answer ALL the questions and missing data may be suitably assumed.

1A.	Explain the case of synergy with relevant examples from the digital world.	5
1B.	Discuss the concept of Efficiency and Democracy with examples.	5
2A.	With real life examples explain how the concept of digital has substituted the analog world	5
2B.	Compare the benefits of analog world with that of the digital.	5
3A.	With an example explain the concept of economics of scope and how relevant it is to digital marketing.	5
3B.	What is Physicality? With a relevant example discuss this concept.	5
4A.	There are situations where analog still rules over the digital world. Explain with examples such cases.	5
4B.	In recent years the sales and use of old-fashioned, analog paper calendars has been steadily increasing. Discuss this trend by explaining the appropriate concept.	5
5A.	How can you explain the concept of Blended class rooms?	5
5B.	Define E Commerce. Explain the concept of digital money with at least four types of electronic payment.	5
