



MANIPAL INSTITUTE OF TECHNOLOGY

MANIPAL

(A constituent unit of MAHE, Manipal)

VII Semester B. Tech. End Semester Examination November 2019

DIGITAL MARKETING CHANNELS - PLANNING (ANALOG MARKETING)

[CRA 4004]

Date of Exam: **28/11/2019** Time of Exam: **2 pm to 5 pm** Max. Marks: 50

Instruction to candidate

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

1A.	What are the four key benefits of digital world? Explain each with examples.	6
1B.	Explain the three types of data that are crucial in understanding a customer and increasing the profit.	4
2A.	Various traditional marketing channels have now transformed into digital. Explain with examples how the following traditional channels have now transformed in digital world. What is the impact of this transformation? a) Printed brochures b) Retail outlet	6
2B.	With at least two examples from Indian Context explain the Glocal strategy.	4
3A.	Explain the following terms with relevant examples. a) Digital Dominance b) Distancing	5
3B.	What are the four different features of Analog world? Explain with examples.	5
4A.	Explain the different ways to re-engage abandoned carts with data.	5
4B.	What are the two types of digital dominance? Explain with examples.	5
5A.	For achieving long standing measurable success it is important to understand Goals, Objectives, Strategies and Tactics. Define these terms with respect to marketing.	5
5B.	Differentiate between Webrooming and Showrooming in marketing. What are the advantages of both?	5
