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Reg. No.....

Name.....

M.B.A. DEGREE EXAMINATION, JANUARY 2026

Third Semester

DIGITAL, MARKETING

(2016 Admissions – Second Mercy Chance and 2015 Final Mercy Chance)

Time : Three Hours

Maximum : 60 Marks

1. a. Explain the significance of Mobile marketing tools with examples

Or

- b. What are the digital channels ? What nature of audience can be reached through digital channels ?

2. a. What is display advertising ? Explain the features of display advertising with examples.

Or

- b. Examine the expectations of customers while purchasing products online.

3. a. Discuss the role of Time based pricing with regards to product becoming obsolete due to Covid 19.

Or

- b. How effective is Personalised pricing in Airlines Industry ?

4. a. Explain the Online channel design for B2C marketing.

Or

- b. How does direct customer interaction take place ? How effective is direct customer interaction ?

5. a. Explain the different types of marketing campaigns.

Or

- b. What is co creation ? How does it help in marketing ?

(5 × 12 = 60)

