

Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education

Assignment No.		Name of the Assignment Setter:	SAVNEET KAUR		
Course code	306	Class:	MBA	Semester:	III

Subject:	DIGITAL MARKETING
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Q.1) Attempt **ANY ONE** of the **Following (1000 Words)** (10)

- a) Explain the nature and scope of Digital Marketing.
- b) Discuss the recent trends in Digital Marketing.

Q.2) Attempt **ANY TWO** of the **Following (800 Words)** (12)

- a) What is the role of SEO in Digital Marketing?
- b) Discuss the role of social media in Digital Marketing.
- c) Define the role of Advertising on social Networking.
- d) Enumerate the tools and techniques of Digital Marketing.

Q.3) Write Short Notes on (**ANY TWO**) (08)

- a) Digital Marketing in FMCG
- b) Social Media
- c) Digital Marketing through CRM
- d) Internet Branding

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