

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

Name of the Assignment Setter:		Mr Manjeet Kumar			
Course:	BBA	Class:		Semester:	VI
Subject:	603: DIGITAL MARKETING				
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)
a)	Explain with example Digital Marketing strategy of a leading Garments manufacturing Company.				
b)	Explain with specific example concept of customer Relationship Management (CRM) with respect to Digital Concept.				
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)
a)	Discuss scope and importance of digital marketing for businesses today.				
b)	Identify segmentation, targeting and positioning for a leading shoes brand.				
c)	Identify example of establishing trust in a digital world.				
d)	Identify role of social media marketing in success of any organization.				
Q.3)	Write Short Notes on (ANY TWO)				(08)
a)	E-Promotion				
b)	Online Shopping				
c)	Blogging				
d)	Cloud-based CRM				
