**Digital marketing**

**June 2022 Examination**

# Question 1. Assume you have joined an organisation “WealthMax” that deals with investors who are investing in various financial products like Mutual Funds, Equity, Cryptocurrencies, ETF, etc. The company is not available on any online platform. The online visibility is ZERO. You are a modern-day digital marketer and you have decided to increase the online visibility of the brand WealthMax. What are the various ways through which you will promote your brand online? Explain minimum five platforms with explanation to increase online awareness. (10 Marks)

**Ans 1.**

## Introduction

Digital marketing, now and again called online marketing, refers to any marketing program on a laptop. Groups use digital structures with websites, social networking websites, email, and different structures to connect with modern and future buyers. This includes email with textual content or included messaging. Professional direct communicators may also say that direct mail and online marketing are similar matters, with minor differences. We also talked to advertising teams inside the US, UK, Asia, Australia, and New Zealand and discovered how minor Its Half solved only

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# Question 2. The owners of WealthMax have shown some reservation for going online, you need to explain them the difference between Traditional and Modern Marketing. Also, explain various marketing era’s with example. (10 Marks)

## Ans 2.

## Introduction

The modern business model focuses on the wishes and goals of customers and aims to meet their clients' pleasure. Modern advertising is carrier-orientated. It focuses on modern advertising processes and is associated with significant concepts. At the time of writing, advertising and marketing do not appear to focus on creating a pricing method and worldwide attain; however, more on relying on the system's capabilities to attract clients.

# Question 3.

# 3a. You plan to purchase a new smart phone but this time you plan to do this in scientific way so you have decided to use a model that encompasses various need satisfying behaviour. Explain the process of smart phone purchase with reference to ‘Engel, Blackwell, and Miniard (EBM)’ Model. (5 Marks)

## Ans 3a.

## Introduction

The “consumer decision version (additionally called the EngelBlackwellMiniard model) became initially based in 1968 via Engel, Kollat, and Blackwell and have gone thru several iterations; it can be noted that most of the version's features are much like the ones described in purchaser

**3.b. Assume you have been invited to speak on a forum covering major types of media. The participants attending the seminar are under graduate media students. You have decided to cover all major types of media with minimum two advantages and disadvantages of each type of media. Write the above content that you plan to speak in the forum with examples. (5 Marks)**

**Ans 3b.**

**Introduction**

Then when a newer social media network develops, it’s critical to understand the differences among any such trendy and best factor and a very quickly website online that has the functionality to stick. While no one will ever read the destiny, one method to assess if a website

aged in issues relating to their area.