**Digital Marketing**

**September 2022 Examination**

**Q1. Check out the top five health care & wellness influencers in the digital world. Examine their social media pages and list out common characteristics and activities that have made them successful** **(10 Marks)**

**Ans 1.**

**Introduction**

The internet services included demanding resources and aspects to handle the services required and formulated the changes on the market. The services factors and international service entrepreneurs utilized the internet and social media services to review the market demand and promote the web services of 2.0 based on simple market values and dynamic service adjustments. The services demand and development of company opportunities are needed to measure the individual demand from market values. Business fosters and services relationship determines the adjustments and creative style of services through assessing the

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**Q2. Critically examine the statement that 'a digital marketing strategy is an approach that will support marketing and business objectives through the application of digital technology platforms. Does that have a larger purpose? Substantiate with examples.** (**10 Marks**)

**Ans 2.**

**Introduction**

The company's objectives are to take care of business evaluation and develop a competitive edge by focusing on foreign and international markets. Globalization is defined as accessible services in residential and foreign countries that have benefited the managers and workers through enhanced pay prices and awards in reasonable adjustments. The services and marketing demand are defined as market review and various elements of a successful service such as chance, threats, toughness, and weakness by examined environment evaluation. This study will discuss the initialized service values of business advertising in digital advertising

**Q 3a. Suppose digital marketing is as effective as it is made out to be. Why are online giants like Amazon and Flipkart using traditional media such as newspapers and TV to increase their sales? Why do they not depend totally on online marketing?** (**5 Marks**)

**Ans 3a.**

**Introduction**

The newspaper and online advertisement of the company play a substantial duty in managing the services demand and creating a competitive market setting. The services element is added on rational analysis and developed the modifications based upon the reason for favoring the

**Q 3b. With companies tracking every bit of data of customers, would privacy concerns force companies to back down, or does the future mean that people lose all their rights of privacy? How do we address the above concerns** (**5 Marks?**)

**Ans 3b.**

**Introduction**

Data and business personal privacy are connected and acquire the services because of consumers and business segmentation. The services values and company integrity is to take care of customers, initialize the services demand with established civil liberties services,