

Assignment-1 Questions

1. a) Distinguish between Traditional Marketing and Digital Marketing (K2) (5M)

b) Illustrate the Characteristics of Digital Marketing (K2) (5M)

2. a) Explain the Digital marketing strategy with AIDA model (K2) (5M)

b) Analyse the Role of Digital marketing with reference to the different stages of AIDA Model

(K4) (5M)

3. a) Explain PIRATE model in Digital Marketing. (K2) (5M)

b) Explain POEM Framework and Bottom-Up and Top-Down Convergence Model (K2) (5M)

4. a) Analyse difference stages of Digital Landscape in Digital Marketing (K4) (5M)

b) Explain different stages of Digital Marketing Plan (K2) (5M)

5. a) Explain any five Digital Marketing Models in detail (K2) (5M)

b) Explain current Trends in Digital Marketing (K2) (5M)