

M.Sc. (Computer Science)

Semester-1

MSCS-1-04T: Fundamentals of Digital Marketing

Total Marks: 100

External Marks: 70

Internal Marks: 30

Credits: 4

Pass Percentage: 40%

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short q questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

SECTION-A

Unit-I: Introduction to Digital Marketing: Concepts, Traditional Marketing vs. Digital Marketing, Digital Market Evolution, Career in Digital Marketing

Unit-II: Digital Consumer: Consumer Characteristics and profiles, Information Search Behavior, Factors Influencing Consumption Behavior

Unit III: Purchase: Decision Process, Post Purchase Behavior and Management.

Unit IV: Digital Marketing Strategy: Digital vs Non- Digital Marketing Strategy, Digital Marketing Decisions- Product, Price, Distribution and Promotion

SECTION-B

Unit V: Digital Marketing Strategy: Formulation and Execution, Digital Marketing Mechanisms: Websites- Company and Retail Service Providers, Search.

Unit-VI: Engines: Google, Bing, Ask, Yahoo Video Hosting and Entertainment- You tube, Vimeo, Amazon Prime, Netflix, Hot star.

Unit-VII: Mobile Phones, E-Mails, Blogs

Unit VIII: Social Media: Facebook, Instagram, Twitter, WhatsApp.

Reference Books:

- Seema Gupta, “Digital Marketing”, Tata McGraw Hill Education
- Punit Singh Bhatia, “Fundamentals of Digital Marketing”, Pearson
- Philip Kotler, “Marketing 4.0: Moving from Traditional to Digital”, Wiley Publisher