

Time 2 Hrs.

Marks 30

Attempt all questions.

- 1 Craft an inbound digital marketing strategy for a firm offering online wellness services for both men and women. Be specific on different aspects of strategy in terms of getting found, creating content and optimizing landing pages. (7)
- 2 Can firms perform all e-marketing activities themselves? Discuss. How the role of e-Marketers differs in different online marketing spaces? How would you classify different E-marketing actors? (2+3+2)
- 3 Discuss different types of green marketing strategies based upon differentiability on greenness and sustainability of green marketing segments. How will you classify green consumers? What are the main impediments (hurdles) in the adoption of green products? What remedies do you suggest for overcoming hurdles? (2+2+2+2)
- 4 Identify core components of omni channel that must work together seamlessly so that shoppers can buy what they want to shop and retailers have the flexibility to fulfill the demand from virtually any available inventory in their network (8)

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| Question Number | 1 | 2 | 3 | 4 |
| Max. Marks | 7 | 7 | 8 | 8 |
| CO No. | 1&2 | 1&2 | 1&2 | 1&2 |
| Cognitive Level | C | An | An | An |
| Section/Chapter/Unit | | | | |

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