

PGDM / PGDM (IB), 2019-21

Digital Marketing

DM-331 / IB - 309

Trimester – III, End-Term Examination: June, 2020

Time allowed: 1 Hr and 30 Min

Max Marks: 30

Roll No: _____

Sections	No. of Questions to attempt	Marks	Marks
A	Compulsory Case Study with Three Questions	10 Marks for each question	3*10 = 30
		Total Marks	30

READ THE CASE “AMAZON IN 2019” AND ANSWER FOLOWWING QUESTIONS

Q1. Discuss Amazon’s businesses and its business model? (CILO-1) (10M)

Q2. Explain Amazon’s competitive advantage vis-à-vis its competitors (CILO-2) (10M)

Q3. What is your recommendations for traditional retailers so that they can effectively compete with Amazon? (CILO-3) (10M)