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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: II - THEORY EXAMINATION (20..... - 20.....)

Subject: Digital Marketing & E Commerce

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

- 1-a. On page search engine optimization refers to _____. (CO1, K1) 1
- (a) Programming keywords into a website
- (b) The amount of links coming into your design
- (c) Evaluating each page of a website for
- (d) All of the above
- 1-b. There are _____ types of pillars in digital marketing. (CO1, K1) 1
- (a) 1
- (b) 2
- (c) 3
- (d) 4
- 1-c. The _____ plays a major role in better content creation.(CO2, K1) 1
- (a) Icon
- (b) Keywords
- (c) Description
- (d) Viewpoint
- 1-d. Gaining search engine listings via paid tactics is called _____. (CO2, K1) 1
- (a) Paid advertising
- (b) Organic listing
- (c) SEO

- (d) All of these
- 1-e. Founder of Facebook is _____. (CO3, K1) 1
- (a) Mark Zuckerberg
 - (b) Ben Jeffson
 - (c) Reid hoffman
 - (d) Jack Dorsey
- 1-f. Name the features offered by LinkedIn for paid business accounts. (CO3, K1) 1
- (a) Facilitate posting pictures
 - (b) Facilitate to connect directly and send messages to people
 - (c) Ability to post in Groups and create a Group
 - (d) Ability to block users
- 1-g. Which factor most affects E-Commerce growth? (CO4, K1) 1
- (a) Local transportation
 - (b) Internet availability
 - (c) TV advertisements
 - (d) Postal services
- 1-h. OLX is an example of _____. (CO4, K1) 1
- (a) B2C
 - (b) C2C
 - (c) C2B
 - (d) C2G
- 1-i. _____ address is used to uniquely identify a device on a network. (CO5, K1) 1
- (a) IP Address
 - (b) Gateway
 - (c) Subnet
 - (d) SSID
- 1-j. HTTPS stand for _____. (CO5, K1) 1
- (a) HyperText Transfer Protocol Simple
 - (b) HyperText Transfer Protocol Secure
 - (c) Hyper Terminal Transfer Protocol Secure
 - (d) High Transfer Text Protocol Secure
2. Attempt all parts:-
- 2.a. Discuss the significance of e-commerce. (CO1, K2) 2
- 2.b. State the impact of Social media on Marketing. (CO2, K2) 2
- 2.c. Explain Sponsored ad. (CO3, K2) 2
- 2.d. Write 2 advantages of E-commerce. (CO4, K2) 2
- 2.e. Name any 2 Payment gateways used in E-commerce. (CO5, K1) 2

SECTION-B

30

3. Answer any five of the following:-

- 3-a. Write about the different stages of a digital consumer journey. (CO1, K1) 6
- 3-b. Differentiate between Selling and marketing. (CO1, K4) 6
- 3-c. Discuss how can businesses gain search listings via unpaid tactics. (CO2, K2) 6
- 3-d. Define QR codes and discuss their significance in Mobile marketing. (CO2, K2) 6
- 3.e. Depict the steps in Content marketing cycle with the help of a diagram. (CO3, K2) 6
- 3.f. Compare and contrast traditional commerce and E-commerce. (CO4, K4) 6
- 3.g. Discuss the common security threats in an e-commerce environment. Explain with examples. (CO5, K2) 6

SECTION-C

50

4. Answer any one of the following:-

- 4-a. Discuss in detail the online marketing mix with a suitable example. (CO1, K2) 10
- 4-b. Discuss the different marketing strategies used in Online marketing. (CO1, K2) 10

5. Answer any one of the following:-

- 5-a. Think of a recent campaign (by any type of organization) that you came across on the digital landscape (website / Social media / etc.). Did you like or dislike the campaign? What were the reasons for the same? (Explain aspects of the campaign in brief) .(CO2, K3) 10
- 5-b. Explain how will you create a Google search campaign for any marketer. Explain the process and the key decisions to be taken. (CO2, K2) 10

6. Answer any one of the following:-

- 6-a. Company A and B are e-commerce based competitors. Both want to increase traffic to their website to increase sales. Company A sets up its presence on Youtube, LinkedIn, Elance and blog whereas Company B sets up its presence on Youtube, Facebook, Twitter and LinkedIn. Which company, do you think, will generate more referral traffic and sales? (CO3, K3) 10
- 6-b. Define what is an Instagram business account. State the steps how can a personal account be converted to a business account. (CO3, K2) 10

7. Answer any one of the following:-

- 7-a. Discuss the major drivers behind the emergence and rapid growth of E-Commerce. (CO4, K2) 10
- 7-b. Compare different E-Commerce models (B2B, B2C, C2C, G2C) and assess their suitability for various business scenarios. (CO4, K4) 10

8. Answer any one of the following:-

- 8-a. Evaluate the major cyber threats faced by e-commerce businesses and the strategies they can adopt to safeguard customer data and transaction integrity. (CO5, K5) 10
- 8-b. Write short notes on: 1) Malwares 2) Hacking (CO5, K1) 10