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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA - IEV

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

Subject: Digital Marketing

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. _____ is a web analytics service offered by Google that tracks and reports website traffic. (CO1, K1) 1

- (a) Google Analytics
- (b) SEMrush
- (c) Sleeknote
- (d) Hootsuite

1-b. _____ works by responding to negative customer comments online and reacting to stories in the media. (CO1, K2) 1

- (a) OCR
- (b) ORM
- (c) PR
- (d) PPC

1-c. This platform is most commonly used for social media marketing. (CO2, K2) 1

- (a) Google
- (b) YouTube
- (c) Instagram
- (d) Amazon

1-d. _____ digital channel is known for its use of persuasive storytelling. (CO2, K2) 1

- (a) Content marketing

- (b) Mobile marketing
- (c) Email marketing
- (d) Viral marketing
- 1-e. The primary objective of affiliate marketing is _____. (CO3, K2) 1
 - (a) Increase website traffic
 - (b) Generate leads and conversions
 - (c) Build brand awareness
 - (d) Expand social media presence
- 1-f. Twitter is best known for _____ type of content sharing. (CO3, K2) 1
 - (a) Long-form articles
 - (b) Photos and videos
 - (c) Short text updates
 - (d) Live streaming
- 1-g. ROI of digital strategies measure _____. (CO4, K2) 1
 - (a) Quality of customer service
 - (b) Employee satisfaction
 - (c) Financial return from digital investments
 - (d) Social media engagement
- 1-h. _____ emphasized a growth mindset and collaboration at Microsoft. (CO4, K1) 1
 - (a) Bill Gates
 - (b) Steve Ballmer
 - (c) Satya Nadella
 - (d) Paul Allen
- 1-i. In the Indian and global context, _____ trend has been observed in digital marketing. (CO5, K2) 1
 - (a) Decrease in internet usage
 - (b) Rise of traditional media dominance
 - (c) Growth of e-commerce and social media usage
 - (d) Decline in mobile app usage
- 1-j. Role of analytics in digital marketing is _____. (CO5, K2) 1
 - (a) Reduces insights
 - (b) Increases guesswork
 - (c) Enhances data-driven decisions
 - (d) Limits campaign tracking

2. Attempt all parts:-

- 2.a. Discuss the concept of digital marketing. (CO1, K2) 2
- 2.b. Explain the role of keywords in SEO. (CO2, K2) 2
- 2.c. State the purpose of hashtags in social media marketing campaigns. (CO3, K3) 2

- 2.d. Mention two challenges faced by businesses during digital transformation. (CO4, K2) 2
- 2.e. Discuss the role of co-creation in digital marketing strategies. (CO5, K2) 2

SECTION-B

30

3. Answer any five of the following:-

- 3-a. State the promotional strategies used in Integrated Marketing Communication. (CO1, K2) 6
- 3-b. Write short notes on: i) Native Advertising ii) Dedicated sites (CO1, K2) 6
- 3-c. Analyze the significance of LinkedIn in digital marketing. Support your answer with examples. (CO2, K4) 6
- 3-d. Explain the process of Search engine optimization. (CO2, K2) 6
- 3.e. Assess the role of Facebook in digital marketing strategies. (CO3, K4) 6
- 3.f. Evaluate the effectiveness of online PR strategies in managing brand reputation. (CO4, K5) 6
- 3.g. Identify security challenges associated with digital marketing. (CO5, K3) 6

SECTION-C

50

4. Answer any one of the following:-

- 4-a. Describe the stages of a digital consumer's journey in detail. (CO1, K2) 10
- 4-b. Discuss in detail the 5 Ds of Digital marketing. (CO1, K2) 10

5. Answer any one of the following:-

- 5-a. Compare and contrast the applications of Instagram and Twitter in digital marketing. (CO2, K3) 10
- 5-b. If a company wants to run a campaign across multiple digital channels, which channels will you recommend. Support your answer giving suitable example. (CO2, K3) 10

6. Answer any one of the following:-

- 6-a. Illustrate the steps in Content Marketing Cycle. (CO3, K3) 10
- 6-b. Marketing Gamification has made marketing more interesting and fun. Support this statement by stating the benefits of Gamification and appropriate examples. (CO3, K3) 10

7. Answer any one of the following:-

- 7-a. Enlist and explain the tools for measuring ROI of digital operations. (CO4, K2) 10
- 7-b. Write detailed notes on: a) Cloud computing b) Internet of things (CO4, K2) 10

8. Answer any one of the following:-

- 8-a. Appraise India's regulatory mechanism for data protection and privacy. (CO5, K4) 10
- 8-b. Suppose you want to build your own online community for your business. Do you want the community to lead, support, or promote. Describe what value do you want to derive from it. (CO5, K3) 10