

Printed Page:-

Subject Code:- NMKT101

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL,
GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM

TRIMESTER: IV - THEORY EXAMINATION (20 -20)

Subject: Digital And Social Media Marketing

Time: 2.5 Hours

Max. Marks: 60

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

1. Attempt all parts:-

1-a. PPC stands for _____. (CO1, K1)

- (a) Post Per Click
- (b) Pay Per Cost
- (c) Pay Per Click
- (d) None of the above

1-b. _____ is often described as an online diary or simply as an easy interface to publish content on the web. (CO2, K2)

- (a) Blogging
- (b) Chatting
- (c) E mailing
- (d) None of these

1-c. Content marketing uses pieces of content, such as : (CO3, K2)

- (a) Blogs
- (b) eBooks
- (c) Newsletters and videos
- (d) all of these

1-d. The correct abbreviation of ROI is _____. (CO4, K1)

- (a) Risk on investment

(b)	Return on income	
(c)	Risk on income	
(d)	Return on investment	
1-e.	_____ is the term also used for any way in which a business allows consumers to submit ideas, designs or content. (CO5, K2)	1
(a)	Co-operation	
(b)	Co-ordination	
(c)	Co-creation	
(d)	All of these	
2.	Attempt all parts:-	
2.a.	Define the term segmentation and positioning in marketing.(CO1,K2)	2
2.b.	Explain the term Content Marketing. (CO2,K2)	2
2.c.	State the advantages of Mobile marketing. (CO3,K4)	2
2.d.	Elaborate the term Digital Organisation. (CO4, K2)	2
2.e.	Discuss the concept of Web-Security in Digital Marketing. (CO5,K2)	2
<u>SECTION-B</u>		15
3.	Answer any <u>three</u> of the following:-	
3-a.	Explain the 7 Ps of Service Marking. (CO1, K2)	5
3-b.	Discuss the Various Kinds of Digital Promotion Techniques. (CO2,K2)	5
3.c.	Explain the role and significance of Google Analytics. (CO3,K2)	5
3.d.	Explain the meaning of ROI of digital strategies. (CO4,K3)	5
3.e.	Discuss the 5 elements in digital Transformation framework. (CO5,K2)	5
<u>SECTION-C</u>		30
4.	Answer any <u>one</u> of the following:-	
4-a.	Imagine yourself as an owner of a business venture. You are asked to identify the strengths and capabilities of the different digital and social media platforms which can help you in marketing your venture. (CO1, K4)	6
4-b.	Elaborate the Modern Digital Customer and its Journey. (CO1, K2)	6
5.	Answer any <u>one</u> of the following:-	
5-a.	Explain the Advantages of Marketing Gamification in a Social Media Campaign. (CO2, K2)	6
5-b.	Facebook is considered to be the most popular social media platform. State the reasons for its continuing popularity against its competitors. (CO2, K3)	6
6.	Answer any <u>one</u> of the following:-	
6-a.	Discuss the role and importance of Social media marketing in Online marketing through Instagram & Facebook handles of Marketing Firms. (CO3, K2)	6
6-b.	Explain the concept and process of Online campaign Management with reference to a Niche Marketing Company. (CO3, K2)	6

7. Answer any one of the following:-

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|------|--|---|
| 7-a. | Discuss Online reputation management strategies. (CO4, K2) | 6 |
| 7-b. | Explain the concept of a digital organization and the way it helps to add value to business. (CO4, K2) | 6 |

8. Answer any one of the following:-

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|------|---|---|
| 8-a. | Discuss the recent trends in digital marketing in Indian context. (CO5, K2) | 6 |
| 8-b. | Discuss the types of Online Communities and their features. (CO5, K2) | 6 |

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