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NIET BUSINESS SCHOOL, GREATER NOIDA

PGDM

TRIMESTER: III - THEORY EXAMINATION (2024 -2025)

Subject: Digital 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**

15

1. Attempt all parts:-

1-a. The key shift in the new digital world is from. (C01, K4) 1

- (a) Outdoor marketing to direct sales
- (b) Traditional marketing to digital marketing
- (c) Print advertising to word of mouth
- (d) Local markets to global stores

1-b. Email marketing aims to (CO2, K4) 1

- (a) Send mass unsolicited emails
- (b) Replace social media campaigns
- (c) Build customer relationships through personalized communication
- (d) Avoid direct contact with consumers

1-c. Blogging primarily supports (CO3, K5) 1

- (a) Tax planning
- (b) Technical debugging
- (c) Content creation and audience engagement
- (d) HR management

1-d. ROI in digital marketing measures (CO4, K4) 1

- (a) Number of social media likes
- (b) Quantity of blog posts

- (c) Speed of content uploads
- (d) Return on investment from digital strategies
- 1-e. A risk often associated with digital marketing tools is (CO5, K5) 1
 - (a) Increased productivity
 - (b) Streamlined processes
 - (c) Better reporting
 - (d) Malware infiltration

2. Attempt all parts:-

- 2.a. Describe characteristics of the modern digital consumer. (CO1, K2) 2
- 2.b. Illustrate the steps involved in managing an online marketing campaign. (CO2, K3) 2
- 2.c. Mention the key components to include while creating a blog post for a project. (CO3, K3) 2
- 2.d. Mention two reasons why evaluating cost-effectiveness is important in digital campaigns. (CO4, K3) 2
- 2.e. Write short notes on the relevance of mobile-first strategies in digital growth. (CO5, K3) 2

SECTION-B

15

3. Answer any three of the following:-

- 3-a. Present a detailed overview of the Marketing Mix (7Ps) in the context of online business. (CO1, K6) 5
- 3-b. Present a comparative study of traditional marketing and digital marketing in terms of user engagement strategies. (CO2, K4) 5
- 3-c. Highlight the benefits of integrating imagery and hyperlinks in blog content. (CO3, K3) 5
- 3-d. Assess the contribution of digital transformation to operational efficiency. (CO4, K5) 5
- 3-e. Discuss the key drivers behind the contemporary digital revolution. (CO5, K2) 5

SECTION-C

30

4. Answer any one of the following:-

- 4-a. Explain the major differences between traditional and digital marketing approaches in today's business environment. (CO1, K2) 6
- 4-b. Describe the structure and elements of an Integrated Internet Marketing Communication plan. (CO1, K2) 6

5. Answer any one of the following:-

- 5-a. Discuss the core components of search engine optimization and their relevance in digital promotion. (CO2, K2) 6
- 5-b. Discuss the integration of gamification in marketing to boost user interaction and participation. (CO2, K2) 6

6. Answer any one of the following:-

- 6-a. Analyze the importance of blogging in digital marketing and audience engagement. (CO3, K4) 6
- 6-b. Justify the inclusion of imagery and interactive elements in blogs to boost retention. (CO3, K5) 6

7. Answer any one of the following:-

- 7-a. Assess the use of digital analytics in measuring campaign ROI and performance. (CO4, K5) 6
- 7-b. Evaluate the contribution of social listening tools in online public relations strategies. (CO4, K5) 6

8. Answer any one of the following:-

- 8-a. Illustrate the phases of a digital transformation journey within a traditional organization. (CO5, K3) 6
- 8-b. Discuss the long-term implications of the digital revolution on employment and skill development. (CO5, K2) 6

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