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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

B.Tech

SEM: VI - THEORY EXAMINATION (2024 - 2025)

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. _____ allow users to purchase merchandise within the applications without having to navigate to an outside site or app. (CO1, K1) 1
- (a) Buy Buttons
- (b) Native advertisements
- (c) Radio buttons
- (d) None of these
- 1-b. _____ is not true about digital marketing. (CO1, K2) 1
- (a) Digital marketing is any form of marketing products or services that involves electronic devices.
- (b) Digital marketing can be done online
- (c) Digital marketing cannot be done online
- (d) Digital marketing is often referred to as online marketing, internet marketing or web marketing.
- 1-c. Micro-blogging is _____. (CO2, K2) 1
- (a) Blogging regularly
- (b) Blogs by companies, not individuals
- (c) Blogs with limited individual posts, limited by character count
- (d) Blogging from mobile
- 1-d. The maximum characters allowed in SMS marketing are _____. (CO2, K1) 1

- (a) 150
(b) 160
(c) 170
(d) 180
- 1-e. _____ is the most common delivery channel in terms of mobile marketing. 1
(CO3, K2)
(a) Graphic
(b) Text
(c) Voice Call
(d) Search engine marketing
- 1-f. SEO is to improve the volume and _____ to a web site from search engines. (CO3, K2) 1
(a) Advertisement
(b) Quality of traffic
(c) Look and feel
(d) None of the above
- 1-g. The User session can be identified by _____. (CO4, K2) 1
(a) Authenticate users
(b) IP Address
(c) User agent
(d) All of the above
- 1-h. _____ may refer to the concept of “going paperless” or reaching a “digital business maturity”. (CO4, K2) 1
(a) Digital marketing
(b) Digital Transformation
(c) Strategic management
(d) None of these
- 1-i. A _____ is a network security device that monitors and filters incoming and outgoing network traffic based on an organization’s previously established security policies. (CO5, K1) 1
(a) Router
(b) Firewall
(c) Modem
(d) None of these
- 1-j. A website that implements SSL/TLS has _____ in its URL. (CO5, K1) 1
(a) http
(b) https
(c) ftp
(d) All of these

2. Attempt all parts:-

- | | | |
|------|---|---|
| 2.a. | Define Marketing Automation. (CO1, K1) | 2 |
| 2.b. | State the importance of Blogging. (CO2, K2) | 2 |
| 2.c. | List down the types of Video content. (CO3, K2) | 2 |
| 2.d. | Explain what is Co-creation. (CO4, K2) | 2 |
| 2.e. | Discuss the concept of Encryption. (CO5, K2) | 2 |

SECTION-B

30

3. Answer any five of the following:-

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|------|--|---|
| 3-a. | Write short notes on: i) Native Advertising ii) Dedicated sites (CO1, K2) | 6 |
| 3-b. | Describe the different types of Digital Customers. (CO1, K2) | 6 |
| 3-c. | Depict the steps in Content marketing cycle with the help of a diagram. (CO2, K4) | 6 |
| 3-d. | Analyze the ways in which Facebook can be used for marketing. (CO2, K4) | 6 |
| 3.e. | Explain the role and significance of Google Analytics. (CO3, K2) | 6 |
| 3.f. | As a digital marketer, apply the concept and strategies of ORM in your digital business. (CO4, K3) | 6 |
| 3.g. | Compare and contrast Support communities from Social communities. (CO5, K3) | 6 |

SECTION-C

50

4. Answer any one of the following:-

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|------|--|----|
| 4-a. | "Digital marketing has shifted the landscape of traditional marketing." Discuss the statement giving appropriate examples. (CO1, K5) | 10 |
| 4-b. | Discuss in detail the 5 D'S of Digital marketing. (CO1, K2) | 10 |

5. Answer any one of the following:-

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|------|--|----|
| 5-a. | If you want to create your own professional network. Which social media application will you use? State its features, functions and benefits. (CO2, K3) | 10 |
| 5-b. | If Marketers want to reach to college age students for collecting feedback and reviews for their products. What all modes and channels can be adopted ? Discuss. (CO2, K3) | 10 |

6. Answer any one of the following:-

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|------|---|----|
| 6-a. | Suppose you have to create an online promotional campaign for a travel agency. State which On site gamification strategy will you use. Explain with its benefits. (CO3, K3) | 10 |
| 6-b. | Describe the concept and complete SEO process. (CO3, K2) | 10 |

7. Answer any one of the following:-

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|------|--|----|
| 7-a. | Illustrate the key techniques for Online PR. Differentiate it from traditional PR. (CO4, K4) | 10 |
| 7-b. | Write detailed notes on: a) Cloud computing b) Internet of things (CO4, K2) | 10 |

8. Answer any one of the following:-

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|------|--|----|
| 8-a. | Evaluate the measures available for legal protection of consumers of digital | 10 |
|------|--|----|

market. (CO5, K5)

- 8-b. Draw a time line to illustrate the contemporary digital revolution. (CO5, K4) 10

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